



STIC Search Report

EIC 3600

STIC Database Tracking Number: 117129

TO: Stephen Gravini
Location: PK5 7D16
Art Unit : 3622
Tuesday, March 23, 2004

Case Serial Number: 09/534170

From: Sylvia Keys
Location: EIC 3600
PK5-Suite 804
Phone: 305-5782

sylvia.keys@uspto.gov

Search Notes

Dear Examiner Gravini,

Please read through the results.

If you have any questions, please do not hesitate to contact me.

Sylvia

File 1:ERIC 1966-2004/Mar 11
 (c) format only 2004 The Dialog Corporation
 File 2:INSPEC 1969-2004/Mar W2
 (c) 2004 Institution of Electrical Engineers
 File 5:Biosis Previews(R) 1969-2004/Mar W2
 (c) 2004 BIOSIS
 File 6:NTIS 1964-2004/Mar W3
 (c) 2004 NTIS, Intl Cpyrght All Rights Res
 File 7:Social SciSearch(R) 1972-2004/Mar W2
 (c) 2004 Inst for Sci Info
 File 8:Ei Compendex(R) 1970-2004/Mar W1
 (c) 2004 Elsevier Eng. Info. Inc.
 File 9:Business & Industry(R) Jul/1994-2004/Mar 22
 (c) 2004 Resp. DB Svcs.
 File 10:AGRICOLA 70-2004/Feb
 (c) format only 2004 The Dialog Corporation
 File 11:PsycINFO(R) 1887-2004/Mar W2
 (c) 2004 Amer. Psychological Assn.
 File 13:BAMP 2004/Mar W2
 (c) 2004 Resp. DB Svcs.
 File 15:ABI/Inform(R) 1971-2004/Mar 20
 (c) 2004 ProQuest Info&Learning
 File 16:Gale Group PROMT(R) 1990-2004/Mar 23
 (c) 2004 The Gale Group
 File 18:Gale Group F&S Index(R) 1988-2004/Mar 22
 (c) 2004 The Gale Group
 File 20:Dialog Global Reporter 1997-2004/Mar 23
 (c) 2004 The Dialog Corp.
 File 35:Dissertation Abs Online 1861-2004/Feb
 (c) 2004 ProQuest Info&Learning
 File 47:Gale Group Magazine DB(TM) 1959-2004/Mar 23
 (c) 2004 The Gale group
 File 48:SPORTDiscus 1962-2004/Mar
 (c) 2004 Sport Information Resource Centre
 File 49:PAIS Int. 1976-2004/Feb
 (c) 2004 Public Affairs Information Service
 File 50:CAB Abstracts 1972-2004/Feb
 (c) 2004 CAB International
 File 53:FOODLINE(R): Food Science & Technology 1972-2004/Mar 22
 (c) 2004 LFRA
 File 63:Transport Res(TRIS) 1970-2004/Feb
 (c) fmt only 2004 Dialog Corp.
 File 65:Inside Conferences 1993-2004/Mar W3
 (c) 2004 BLDSC all rts. reserv.
 File 67:World Textiles 1968-2004/Mar
 (c) 2004 Elsevier Science Ltd.
 File 73:EMBASE 1974-2004/Mar W2
 (c) 2004 Elsevier Science B.V.
 File 74:Int.Pharm.Abs 1970-2004/Mar B1
 (c) 2004 Amer.Soc.of Health-Sys.Pharm.
 File 75:TGG Management Contents(R) 86-2004/Mar W2
 (c) 2004 The Gale Group
 File 79:Foods Adlibra(TM) 1974-2002/Apr
 (c) 2002 General Mills
 File 81:MIRA - Motor Industry Research 2001-2004/Feb
 (c) 2004 MIRA Ltd.
 File 88:Gale Group Business A.R.T.S. 1976-2004/Mar 22
 (c) 2004 The Gale Group
 File 93:TableBase(R) Sep 1997-2004/Mar W2
 (c) 2004 Resp. DB Svcs.
 File 94:JICST-EPlus 1985-2004/Mar W2

(c)2004 Japan Science and Tech Corp(JST)
 File 98:General Sci Abs/Full-Text 1984-2004/Feb
 (c) 2004 The HW Wilson Co.
 File 99:Wilson Appl. Sci & Tech Abs 1983-2004/Feb
 (c) 2004 The HW Wilson Co.
 File 111:TGG Natl.Newspaper Index(SM) 1979-2004/Mar 23
 (c) 2004 The Gale Group
 File 119:Textile Technol.Dig. 1978-2003/Jun
 (c) 2003 EBSCO Publishing
 File 120:U.S. Copyrights 1978-2004/Mar 09
 (c) format only 2004 The Dialog Corp.
 File 139:EconLit 1969-2004/Mar
 (c) 2004 American Economic Association
 File 141:Readers Guide 1983-2004/Feb
 (c) 2004 The HW Wilson Co
 File 142:Social Sciences Abstracts 1983-2004/Feb
 (c) 2004 The HW Wilson Co
 File 148:Gale Group Trade & Industry DB 1976-2004/Mar 23
 (c)2004 The Gale Group
 File 149:TGG Health&Wellness DB(SM) 1976-2004/Mar W2
 (c) 2004 The Gale Group
 File 150:Gale Group Legal Res Index(TM) 1980-2004/Mar 23
 (c)2004 The Gale Group
 File 155:MEDLINE(R) 1966-2004/Mar W2
 (c) format only 2004 The Dialog Corp.
 File 160:Gale Group PROMT(R) 1972-1989
 (c) 1999 The Gale Group
 File 192:Industry Trends & Anal. 1997/Jun
 (c) 1997 Decision Resources Inc.
 File 202:Info. Sci. & Tech. Abs. 1966-2004/Feb 27
 (c) 2004 EBSCO Publishing
 File 203:AGRIS 1974-2004/Feb
 Dist by NAL, Intl Copr. All rights reserved
 File 211:Gale Group Newsearch(TM) 2004/Mar 23
 (c) 2004 The Gale Group
 File 212:ONTAP(R) PsycINFO(R)
 (c) 2004 Amer. Psychological Assn.
 File 215:ONTAP(R) ABI/INFORM(R)
 (c) 1999 ProQuest Info&Learning
 File 233:Internet & Personal Comp. Abs. 1981-2003/Sep
 (c) 2003 EBSCO Pub.
 File 234:Marquis Who's Who(r) 2003/Sep
 (c) 2003 Reed Elsevier Inc. All Rts Res
 File 236:Bowker(r) Biographical Directory 1997/Oct
 (c) 1997 Reed Elsevier Inc.
 File 239:Mathsci 1940-2004/Apr
 (c) 2004 American Mathematical Society
 File 247:ONTAP(R) Gale Group Magazine Index(TM)
 (c) 1999 The Gale Group
 File 249:PIRA Mgt. & Mktg. Abs. 1976-2004Mar W2
 (c) 2004 Pira International
 File 258:AP News Jul 2000-2004/Mar 22
 (c) 2004 Associated Press
 File 262:CBCA Fulltext 1982-2004/Mar
 (c) 2004 Micromedia Ltd.
 File 267:Finance & Banking Newsletters 2004/Mar 22
 (c) 2004 The Dialog Corp.
 File 275:Gale Group Computer DB(TM) 1983-2004/Mar 23
 (c) 2004 The Gale Group
 ? ds

Set	Items	Description
S1	1337	PSYCHOGRAPHIC?(3N) (MARKET? OR ADVERT? OR AD OR ADS)
S2	58	S1(5N) (PERSONALIT? OR EMOTIONAL? OR BEHAVIOUR? OR BEHAVIOR- ?)
S3	43	S2 NOT PY>2000
S4	39	RD (unique items)
S5	1	S1(3N) (SURVIVAL? OR RELAX? ? OR GROWTH?)
S6	1	S5 NOT S4
S7	3	S1(5N) (TEMPERAMENT? OR CAREFREE OR LAID()BACK? OR HIGH()ST- RUNG? OR ENERGETIC?)
S8	3	S7 NOT (S4 OR S6)
S9	3	RD (unique items)

4/3,K/1 (Item 1 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
(c) 2004 Resp. DB Svcs. All rts. reserv.

2889094 Supplier Number: 02889094 (USE FORMAT 7 OR 9 FOR FULLTEXT)
AdForce sees future in mainstream media
(AdForce, online ad agency, looking to expand beyond estimated \$5.1 bil
online ad market into general \$235 bil ad industry)
Advertising Age, v 71, n 34, p 18+
August 14, 2000
DOCUMENT TYPE: Journal ISSN: 0001-8899 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 879

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...in front of a TV. This will be possible, he said, by marrying demographic and **psychographic** information from direct **marketing** databases with Internet **behavior** profiling and location-based targeting to which consumers have agreed.

Ad-serving competitor DoubleClick, amid...

4/3,K/2 (Item 2 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
(c) 2004 Resp. DB Svcs. All rts. reserv.

1812321 Supplier Number: 01812321 (USE FORMAT 7 OR 9 FOR FULLTEXT)
The Virtual Country Club
(US Golf Society (USGS), in business for a year-and-a-half, is the
country's most rapidly growing golf membership program, with 200,000
members)
Brandweek, v XXXVIII, n 16, p 18
April 21, 1997
DOCUMENT TYPE: Journal ISSN: 1064-4318 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 930

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...who spend "real money" on their pastime. The USGS' demographics are not as significant to **marketers** as its **psychographic** or **behavioral** profiles, Belinsky says. "Whether the member is of high-income doesn't matter," he said...

4/3,K/3 (Item 1 from file: 11)
DIALOG(R)File 11:PsycINFO(R)
(c) 2004 Amer. Psychological Assn. All rts. reserv.

0001549095 1997-30020-003
Evolution of the personality construct in marketing and its applicability
to contemporary personality research.
AUTHOR: Endler, Norman S.; Rosenstein, Alvin J.
AUTHOR AFFILIATION: York U, Dept of Psychology--North York--ON--Canada
JOURNAL: Journal of Consumer Psychology--
<http://www.erlbaum.com/Journals/journals/JCP/jcp.htm>, Vol 6(1), 55-66, 1997

PUBLISHER: Lawrence Erlbaum--US--http://www.erlbaum.com

IDENTIFIERS: development & interaction of **personality**0 construct in psychology & **marketing** , **psychographic** application to contemporary **personality** research

4/3,K/4 (Item 2 from file: 11)

DIALOG(R)File 11:PsycINFO(R)

(c) 2004 Amer. Psychological Assn. All rts. reserv.

0001145887 1991-17161-001

Development of a scale using nutrition attitudes for audience segmentation.

AUTHOR: Trenkner, Leslie L.; Rooney, Brenda; Viswanath, K.; Baxter, Judy; et al

AUTHOR AFFILIATION: U Minnesota School of Public Health, Div of Epidemiology, Minneapolis--US

JOURNAL: Health Education Research--http://her.oupjournals.org/, Vol 5(4), 479-487, Dec, 1990

PUBLISHER: Oxford Univ Press--United Kingdom--http://www.oup.com

Special Issue: Nutrition education

ABSTRACT: Developed and tested a scale to measure perceived benefits of and barriers to eating **behavior** change for **psychographic market** segmentation as part of cancer prevention. Four versions of the scale in 4 separate and...

4/3,K/5 (Item 3 from file: 11)

DIALOG(R)File 11:PsycINFO(R)

(c) 2004 Amer. Psychological Assn. All rts. reserv.

0000187015 1973-21022-001

Measure validation in marketing.

AUTHOR: Heeler, Roger M.; Ray, Michael L.

AUTHOR AFFILIATION: York U., Toronto, Ontario, Canada

JOURNAL: Journal of Marketing Research, Vol. 9(4), 361-370, Nov, 1972

PUBLISHER: American Marketing Assn--US--http://www.ama.org

...ABSTRACT: matrix with reference to stressing measure validation needs (convergent, discriminant) in relation to, e.g., **market** segmentation (**personality** and **psychographics**), new products (opinion leadership and innovation), brand loyalty (and attitude), family decision making, and attitude...

4/3,K/6 (Item 1 from file: 13)

DIALOG(R)File 13:BAMP

(c) 2004 Resp. DB Svcs. All rts. reserv.

1008324 Supplier Number: 00620826

Book reviews: Market Segmentation: Using Demographics, Psychographics and Other Niche Marketing Techniques to Predict Customer Behavior (**Market Segmentation: Using Demographics, Psychographics** , and Other Niche **Marketing Techniques to Predict Customer Behavior** book suggests marketing segmentation is crucial to the marketing process)

Book Title: Market Segmentation: Using Demographics, Psychographics, and Other Niche Marketing Techniques to Predict Customer Behavior

Article Author(s): Butaney, Gul T; Campbell, Leland

Book Author(s): Weinstein, Art

Journal of Consumer Marketing, v 13, n 2, p 58-60
1996

DOCUMENT TYPE: Journal; Book Review ISSN: 0736-3761 (United Kingdom)
LANGUAGE: English RECORD TYPE: Abstract

Book reviews: Market Segmentation: Using Demographics, Psychographics and Other Niche Marketing Techniques to Predict Customer Behavior
(**Market Segmentation: Using Demographics, Psychographics , and Other Niche Marketing Techniques to Predict Customer Behavior** book suggests marketing segmentation is crucial to the marketing process)

ABSTRACT:

Art Weinstein, in his book "**Market Segmentation: Using Demographics, Psychographics , and Other Niche Marketing Techniques to Predict Customer Behavior**," posits that marketing segmentation is crucial to the marketing process and is the key to...

4/3,K/7 (Item 1 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2004 ProQuest Info&Learning. All rts. reserv.

02563891 230752951

Market Segmentation: Using Demographics, Psychographics and Other Niche Marketing Techniques to Predict Customer Behavior

Leland Campbell; Gul T Butaney

Journal of Consumer Marketing v13n2 PP: 58-60 1996

ISSN: 0736-3761 JRNL CODE: JCK

WORD COUNT: 1151

Market Segmentation: Using Demographics, Psychographics and Other Niche Marketing Techniques to Predict Customer Behavior

ABSTRACT: The book **Market Segmentation: Using Demographics, Psychographics and Other Niche Marketing Techniques to Predict Customer Behavior**, by Art Weinstein, is reviewed.

TEXT: **Market Segmentation: Using Demographics, Psychographics and Other Niche Marketing Techniques to Predict Customer Behavior**

Art Weinstein, Probus Publishing Company, Chicago, IL, 1994, 313 pp.

Discovering what customers need and...

4/3,K/8 (Item 2 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2004 ProQuest Info&Learning. All rts. reserv.

02531621 117543013

Target marketing and segmentation: valid and useful tools for marketing

Cahill, Dennis J.

Management Decision v35n1 PP: 10-13 1997

ISSN: 0025-1747 JRNL CODE: MGD

WORD COUNT: 3178

...TEXT: **Niche Marketing to Exploit New Markets**, Probus Publishing Co., Chicago, IL, 1987.

8. Weinstein, A., **Market Segmentation: Using Demographics, Psychographics and Other Niche Marketing Techniques to Predict Customer Behavior**, revised ed., Probus Publishing Co., Chicago, IL, 1994.

9. Porter, M.E., Competitive Advantage: Creating...

4/3,K/9 (Item 3 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2004 ProQuest Info&Learning. All rts. reserv.

02093896 63732578

Integrating online and offline marketing successfully

Fitzpatrick, Michele

Direct Marketing v63n6 PP: 50-53 Oct 2000

ISSN: 0012-3188 JRNL CODE: DIM

WORD COUNT: 2815

...TEXT: improve content messaging to targeted audiences. To accomplish this objective, they need to record purchasing **behavior** patterns, and demographic and **psychographic** data in the **marketing** database, and then utilize this new information to create communications that make sense.

To achieve...

4/3,K/10 (Item 4 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2004 ProQuest Info&Learning. All rts. reserv.

01422019 00-73006

Preventive maintenance

Jayanti, Rama K

Marketing Health Services v17n1 PP: 36-44 Spring 1997

ISSN: 0737-3252 JRNL CODE: JHC

WORD COUNT: 4835

...TEXT: compared to people with less health-related knowledge.

Wellness Orientation. Recent research in health care **marketing** advocates a **psychographics** approach to preventive health care **behavior**. According to this approach, consumers who adopt a "wellness-oriented" lifestyle are much more prone...

4/3,K/11 (Item 5 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2004 ProQuest Info&Learning. All rts. reserv.

00658585 93-07806

Segmentation Design

Wyner, Gordon A.

Marketing Research: A Magazine of Management & Applications v4n4 PP: 38-41 Dec 1992

ISSN: 1040-8460 JRNL CODE: MRE

WORD COUNT: 2874

...TEXT: concern that consumers don't wear segment labels, making it difficult to "find" them with **marketing** messages.

Psychographic measures attempt to isolate general **personality** types that cut across product category boundaries. For example, the needs for social approval, indulgence...

4/3,K/12 (Item 6 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2004 ProQuest Info&Learning. All rts. reserv.

00564919 91-39273
Psychographics - Key to Successful Recruitment Advertising
Resnik, Rob
Human Resources Professional v3n2 PP: 43-47 Winter 1991
ISSN: 1040-5232 JRNL CODE: HUR

...ABSTRACT: an advertising message. Psychographics, a fusion of demographics and psychology, is the study of individual **personality** traits and priorities. **Psychographic** information permits the **advertiser** to determine the unique characteristics of a specific job candidate by defining that candidate in...

4/3,K/13 (Item 7 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2004 ProQuest Info&Learning. All rts. reserv.

00223083 84-01644
Marketing to the Hispanic Community
Segal, Madhav N.; Sosa, Lionel
California Management Review v26n1 PP: 120-134 Fall 1983
ISSN: 0008-1256 JRNL CODE: CMR

...ABSTRACT: of the market in terms of the needs of subgroups and ways of influencing their **market behavior**. **Psychographic** and life style characteristics of Hispanics are outlined. ...

4/3,K/14 (Item 8 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2004 ProQuest Info&Learning. All rts. reserv.

00165926 82-07487
Media Research: 'The Price of Everything-The Value of Nothing'
Guggenheim, Bernard
Marketing & Media Decisions v17n3 PP: 110-113 Mar 1982
ISSN: 0195-4296 JRNL CODE: MED

...ABSTRACT: the marketing/advertising plan. The remedy lies in a better understanding of the life style **behavior / psychographics** of the target **market**. Survey research is far from perfect, and media planners must use their own good judgment...

4/3,K/15 (Item 1 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

07736221 Supplier Number: 64403796 (USE FORMAT 7 FOR FULLTEXT)
AdForce sees future in mainstream media. (Brief Article)
Gilbert, Jennifer
Advertising Age, v71, p18
August 14, 2000
Language: English Record Type: Fulltext

Article Type: Brief Article
Document Type: Magazine/Journal; Trade
Word Count: 903

... in front of a TV. This will be possible, he said, by marrying demographic and **psychographic** information from direct **marketing** databases with Internet **behavior** profiling and location-based targeting to which consumers have agreed.

Ad-serving competitor DoubleClick, amid...

4/3,K/16 (Item 2 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

07624917 Supplier Number: 63606577 (USE FORMAT 7 FOR FULLTEXT)
Building a Web site is easier, less expensive.(suggested software for web site design and functions)

Dysart, Joe
Selling, p6
May, 2000
Language: English Record Type: Fulltext
Document Type: Newsletter; Trade
Word Count: 1061

... predefined reports and 375 tables and graphics. Most popular pages, most effective and banners and **ad** campaigns, demographic and **psychographic** data versus Web site browsing **behavior** -- you'll get a birds-eye view on all these and more.

Joe Dysart is...

4/3,K/17 (Item 3 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

07605266 Supplier Number: 59043228 (USE FORMAT 7 FOR FULLTEXT)
Consumers to be notified about profiling;Ad-serving companies say few users will bar personal data collection.

Teinowitz, Ira
Advertising Age, v70, p52
Nov 15, 1999
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 621

... cited an ad from Naviant, a company that provides ad-targeting, that promises to give **marketers** "name, address, demographics, **psychographics** and click-stream **behavior** ." He said consumers would rebel if they had any idea of the information being gathered...

4/3,K/18 (Item 4 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

04802468 Supplier Number: 47067004 (USE FORMAT 7 FOR FULLTEXT)
Looking for results? Track your advertisements

Thomas, Jerry W.
Air Conditioning, Heating & Refrigeration News, p76

Jan 27, 1997
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 2007

... measures are of limited value in an advertising tracking study.
First, the correlation between lifestyle/ **psychographic market** segments and **market** -relevant consumer **behavior** tends to be low (i.e., these measures don't work very well).
Second, time...

4/3,K/19 (Item 5 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

02084189 Supplier Number: 42696219 (USE FORMAT 7 FOR FULLTEXT)
Consumer Appliances' Leibert Offers Advice
HFD-The Weekly Home Furnishings Newspaper, v0, n0, p100
Jan 27, 1992
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 659

... said there are three ways radio targets audiences: demographically (age, sex, income, even early risers), **psychographically** (an ad emphasizing a **personality** trait, such as the active woman) and geographically.
Leibert noted his stores sell major and...

4/3,K/20 (Item 6 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

02082567 Supplier Number: 42694223 (USE FORMAT 7 FOR FULLTEXT)
MARKETING'S 10 BIGGEST MYTHS
ADWEEK Midwest Edition, v33, n4, p24
Jan 27, 1992
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 2891

... fatal attraction." He contends that psychographic variables are at best only remotely related to consumer **behavior** and market response. If a **marketer** using a **psychographic** segmentation study asks the tough question, such of the variability in behavior or market response...

4/3,K/21 (Item 7 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

01795190 Supplier Number: 42259663 (USE FORMAT 7 FOR FULLTEXT)
AGENCY BEAT: MORE THAN 90
NewsInc, v0, n0, p38
August, 1991
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 209

... improve. The most notable is by providing better reader research, particularly in the areas of **ad recall scores**, **psychographic** data, and readers' purchasing **behavior**. Magazines took top honors for the quality of their research, and the slicks scored second...

4/3,K/22 (Item 1 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

14129575 (USE FORMAT 7 OR 9 FOR FULLTEXT)

India: 'University town' Manipal sustains Brand Scan interest

BUSINESS LINE

December 08, 2000

JOURNAL CODE: FBLN LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 445

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... like brand preference, segment potential, awareness study, usage and attitude study, brand expectation, conjoint analysis, **psychographic** profiling, **advertising** effectiveness, brand **personality** and positioning study.

Corporates insist on a sample size of at least 250 people and...

4/3,K/23 (Item 2 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

05958457 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Andromedia Ships PersonalARIA the Industry's Most Customizable and Easy-to-Use Interface for Real-time Reporting and Analysis of Web Site Activity

BUSINESS WIRE

June 29, 1999

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 955

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... merging Web form data with clickstream data, PersonalARIA can create a clear picture of visitor **behavior** defined by demographic and **psychographic** segments. **Marketers** can easily create realtime reports that compare the activity of different visitor segments and enable...

4/3,K/24 (Item 1 from file: 47)

DIALOG(R)File 47:Gale Group Magazine DB(TM)
(c) 2004 The Gale group. All rts. reserv.

05334101 SUPPLIER NUMBER: 54176116 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Manipulating Young Minds. (activists claims 'illiteracy cartel' has taken over public schools) (Brief Article) (Interview)

McCain, Robert Stacy

Insight on the News, 15, 11, 39(1)

March 22, 1999

DOCUMENT TYPE: Brief Article Interview
English RECORD TYPE: Fulltext

ISSN: 1051-4880

LANGUAGE:

WORD COUNT: 608 LINE COUNT: 00052

... is the study of social class based upon demographics such as income, race, religion and **personality** traits. **Marketers** and **advertisers** use **psychographics** to predict consumer **behavior**; educators combine psychographics with behavioral modification methods "to mold future public opinion" says Eakman, "to...

4/3,K/25 (Item 1 from file: 50)

DIALOG(R)File 50:CAB Abstracts
(c) 2004 CAB International. All rts. reserv.

00197024 CAB Accession Number: 741813190

Changing consumer preferences in the American wine market.

Moulton, K. S.

California Agricultural Extension and Giannini Foundation of Agricultural Economics, University of California, Berkeley, USA.

Conference Title: Proceedings of the International Wine and Cheese Symposium, New York City, December 16, 1973.

15pp.

Publication Year: 1973 --

Language: English

Document Type: Miscellaneous

--

The report explores trends in consumer **behaviour** in the American wine **market**, examining first the **psychographic** and demographic characteristics of domestic wine consumers. Other factors which influence wine consumption are shown...

4/3,K/26 (Item 1 from file: 53)

DIALOG(R)File 53:FOODLINE(R): Food Science & Technology
(c) 2004 LFRA. All rts. reserv.

00519821 FOODLINE ACCESSION NUMBER: 331361

Marketingese 1091, or, how to speak like a native.

Erickson P

Food Product Design 3 (2), 48-49+52-53 (0 ref.)

1993

LANGUAGE: English

DOCUMENT TYPE: Journal article

...ABSTRACT: between marketing and research and development is considered.

Marketing terms are explained: product concepts, target **marketing**, geography, demographics, **psychographics**, **behaviour** characteristics, **marketing** mix, positioning, market demand, market share, sales quotas. Total quality management, the concept of all...

4/3,K/27 (Item 1 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

11596425 SUPPLIER NUMBER: 56217940 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Store patronage and lifestyle factors: implications for rural grocery retailers.

Sullivan, Paulie; Savitt, Roland

International Journal of Retail & Distribution Management, 25, 10-11,

351(1)
Sept, 1997
ISSN: 0959-0552 LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 6813 LINE COUNT: 00600

... of shopping expenditures in a particular community.
Classifying shoppers
Hoch's (1988) research implied that **psychographic** information broadens **marketers** ' understanding of consumer **behaviour** .
Psychographics, or attitudes, interests and opinions (AIOs), have been used to group consumers and examine...

4/3,K/28 (Item 2 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

10170281 SUPPLIER NUMBER: 20357628 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Store patronage and lifestyle factors: implications for grocery retailers.
Sullivan, Pauline; Savitt, Ronald
International Journal of Retail & Distribution Management, v25, n10-11,
p351(14)
August-Sep, 1997
ISSN: 0959-0552 LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 6784 LINE COUNT: 00595

... of shopping expenditures in a particular community.
Classifying shoppers
Hoch's (1988) research implied that **psychographic** information broadens **marketers** ' understanding of consumer **behaviour** .
Psychographics, or attitudes, interests and opinions (AIOs), have been used to group consumers and examine...

4/3,K/29 (Item 3 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

09739918 SUPPLIER NUMBER: 19769110 (USE FORMAT 7 OR 9 FOR FULL TEXT)
The different faces of the Chinese consumer: China's consumers are more diverse - and more discriminating - than some marketers of foreign goods may realize.
Cui, Geng
China Business Review, v24, n4, p34(5)
July-August, 1997
ISSN: 0163-7169 LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 3730 LINE COUNT: 00308

...ABSTRACT: a good understanding the local consumers' preferences. China should not be seen as a homogenous **market** , but one where **psychographics** strongly influence consumer **behavior** .

4/3,K/30 (Item 4 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

09501374 SUPPLIER NUMBER: 19346209 (USE FORMAT 7 OR 9 FOR FULL TEXT)
The virtual country club. (US Golf Society offers golfers green fee discounts, preferred tee times and tournaments)

Kiley, David
Brandweek, v38, n16, p18(2)
April 21, 1997
ISSN: 1064-4318 LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 994 LINE COUNT: 00080

TEXT:

...who spend "real money" on their pastime. The USGS' demographics are not as significant to **marketers** as its **psychographic** or **behavioral** profiles, Belinsky says. "Whether the member is of high-income doesn't matter," he said...

4/3,K/31 (Item 5 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

08907260 SUPPLIER NUMBER: 18619882
Making media work. (media advertising)
Thomas, Jerry W.
Food & Beverage Marketing, v15, n7, p10(2)
July, 1996
ISSN: 0731-3799 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 1768 LINE COUNT: 00149

... measures are of limited value in an advertising tracking study. First, the correlation between lifestyle/ **psychographic market** segments and **marketing** -relevant consumer **behavior** tends to be low. Second, time limitations on questionnaire length tend to preclude the inclusion...

4/3,K/32 (Item 6 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

08891578 SUPPLIER NUMBER: 18474892
Taking on the big boys by stressing simplicity. (Future Banking: Trends in Electronic Money and Payments) (Cover Story)
Kutler, Jeffrey
American Banker, v161, n133, p6A(2)
July 15, 1996
DOCUMENT TYPE: Cover Story ISSN: 0002-7561 LANGUAGE: English
RECORD TYPE: Fulltext; Abstract
WORD COUNT: 2162 LINE COUNT: 00170

... million from a phone survey." Mr. Schley sizes up the field in social-psychological and **behavioral** terms - what **marketers** call **psychographics** .

"Outside of a very few people at Intuit, including (chairman) Scott Cook, no one has...

4/3,K/33 (Item 7 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

08765239 SUPPLIER NUMBER: 18426678
Market Segmentation: Using Demographics, Psychographics and Other Niche Marketing Techniques to Predict Customer Behavior . (book reviews)
Campbell, Leland; Butaney, Gul T.

Journal of Consumer Marketing, v13, n2, p58(3)
Spring, 1996

DOCUMENT TYPE: Review ISSN: 0736-3761 LANGUAGE: English
RECORD TYPE: Citation

**Market Segmentation: Using Demographics, Psychographics and Other Niche
Marketing Techniques to Predict Customer Behavior . (**

4/3,K/34 (Item 8 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

08000344 SUPPLIER NUMBER: 17116948 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Transactions. (includes multiple briefs) (Telephony)

Communications Daily, v15, n121, p8(2)

June 23, 1995

ISSN: 0277-0679 LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 83 LINE COUNT: 00011

TEXT:

Transactions: U S West Marketing Resources formed alliance with
TeleDirect International to provide database **marketing** services using
demographic, "**psychographic**" and **behavioral** information... Southern New
England Telephone joined Unibridge network PCS services alliance with 5
RHCs and...

4/3,K/35 (Item 9 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

05766944 SUPPLIER NUMBER: 11792946 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Marketing's 10 biggest myths. (according to 'The Marketing Revolution' by
Kevin J. Clancy and Robert S. Shulman)**

Goldman, Debra

ADWEEK Eastern Edition, v33, n4, p24(6)

Jan 27, 1992

ISSN: 0199-2864 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 3089 LINE COUNT: 00237

... fatal attraction." He contends that psychographic variables are at
best only remotely related to consumer **behavior** and market response. If a
marketer using a **psychographic** segmentation study asks the tough
question, such of the variability in behavior or market response...

4/3,K/36 (Item 1 from file: 160)

DIALOG(R)File 160:Gale Group PROMT(R)
(c) 1999 The Gale Group. All rts. reserv.

01964613

How To Really Escite Your Prospects

Business Marketing July, 1988 p. 44-55

ISSN: 0745-5933

... such as AT&T Business Systems, have had success with the simpler
methods when developing **marketing** and **advertising** strategies.

Psychographic studies will create **personality** breakdowns that attach
certain behavioral qualities to emotional styles. Marketers then can use

that information...

4/3,K/37 (Item 2 from file: 160)
DIALOG(R)File 160:Gale Group PROMT(R)
(c) 1999 The Gale Group. All rts. reserv.

01624590

Billboard Firms Lure New Ads As Tobacco, Liquor Sales Slide.
WALL STREET JOURNAL 3 STAR, EASTERN (PRINCETON, NJ) EDITION May 7, 1987
p. 33

... In place of these accounts, billboard firms are wooing packaged goods marketers. Some can offer **advertisers** demographic, **psychographic** and purchasing **behavior** data for specific neighborhood billboards. These marketers are beginning to warm up to outdoor advertising...

4/3,K/38 (Item 3 from file: 160)
DIALOG(R)File 160:Gale Group PROMT(R)
(c) 1999 The Gale Group. All rts. reserv.

01367819

Not all prospects are created equal.
BUSINESS MARKETING May, 1986 p. 52,54+

... to changed market conditions. Five ways to segment customers are demographic, geographic, industry specific, customer **behavior** or **psychographic**. A **market** segment can be defined as a group of customers with similar needs or values, respond...

4/3,K/39 (Item 1 from file: 249)
DIALOG(R)File 249:PIRA Mgt. & Mktg. Abs.
(c) 2004 Pira International. All rts. reserv.

00105803 Pira Acc. Num.: 2440099

Title: PREDICTING MARKET BEHAVIOR : ARE PSYCHOGRAPHICS REALLY BETTER?
Authors: Becherer R C; Richard L M; Wiley J B
Source: J. ACAD. MARK. SCI. vol 5 no 2 Spring 1977 pp 75-84
Publication Year: 1977
Document Type: Journal Article
Record Type: ABSTRACT
Language: unspecified

Title: PREDICTING MARKET BEHAVIOR : ARE PSYCHOGRAPHICS REALLY BETTER?
?

6/3,K/1 (Item 1 from file: 35)
DIALOG(R)File 35:Dissertation Abs Online
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01739453 ORDER NO: AADAA-I9968211

The use of demographics and psychographics in the development of intentional and contextualized strategies for evangelistic outreach through the local church

Author: Fleming, David Wade

Degree: Ph.D.

Year: 2000

Corporate Source/Institution: New Orleans Baptist Theological Seminary (0144)

Source: VOLUME 61/04-A OF DISSERTATION ABSTRACTS INTERNATIONAL.
PAGE 1450. 198 PAGES

...and psychographics by selected church growth proponents was also examined. The use of demographics and **psychographics** in **marketing** and church **growth** was compared in order to suggest implications for the development of intentional and contextualized strategies...

9/3,K/1 (Item 1 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2004 ProQuest Info&Learning. All rts. reserv.

00630400 92-45340
Cosmetic Chemicals '92 - Men's Toiletries: Perennially Poised
Parsons, Stephen F.
Chemical Marketing Reporter v242n6 PP: SR16, SR20 Aug 10, 1992
ISSN: 0090-0907 JRNL CODE: CHM
WORD COUNT: 1489

...TEXT: product virtues. The recent introduction of New West by Aramis is an example of image **marketing** or **psychographics** .

The name and youthful, **energetic** theme were created after much study of the mood of California, Arizona and the Pacific...

9/3,K/2 (Item 1 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

02441144 Supplier Number: 43216357 (USE FORMAT 7 FOR FULLTEXT)
Perennially Poised
Chemical Marketing Reporter, pSR16
August 10, 1992
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Tabloid; Trade
Word Count: 1512

... product virtues. The recent introduction of New West by Aramis is an example of image **marketing** or **psychographics** .

The name and youthful, **energetic** theme were created after much study of the mood of California, Arizona and the Pacific...

9/3,K/3 (Item 1 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

06226691 SUPPLIER NUMBER: 12545025 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Perennially poised: manufacturers of men's toiletries are hoping for a move in a market that has long been considered underdeveloped. (Cosmetic Chemicals '92)
Parsons, Stephen F.
Chemical Marketing Reporter, v242, n6, pSR16(2)
August 10, 1992
ISSN: 0090-0907 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 1584 LINE COUNT: 00123

... product virtues. The recent introduction of New West by Aramis is an example of image **marketing** or **psychographics** .

The name and youthful, **energetic** theme were created after much study of the mood of California, Arizona and the Pacific...

File 344:Chinese Patents Abs Aug 1985-2004/Mar
(c) 2004 European Patent Office
File 347:JAPIO Nov 1976-2003/Nov(Updated 040308)
(c) 2004 JPO & JAPIO
File 350:Derwent WPIX 1963-2004/UD,UM &UP=200419
(c) 2004 Thomson Derwent
File 348:EUROPEAN PATENTS 1978-2004/Mar W02
(c) 2004 European Patent Office
File 349:PCT FULLTEXT 1979-2002/UB=20040318,UT=20040311
(c) 2004 WIPO/Univentio
? ds

Set	Items	Description
S1	4	AU='LEVANON Y':AU='LEVANON YOHANAN'
S2	0	AU='LOSSOS-SHIFRIN L'
S3	76	AU='SHIFRIN L':AU='SHIFRIN LEONID'
S4	0	S3 AND MARKETING
S5	0	AU='LOSSOS L'

1/3,K/1 (Item 1 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

010573494 **Image available**
WPI Acc No: 1996-070447/199608
XRPX Acc No: N96-059141

Wireless communication method for remote station network - allowing one station to transmit during given time cycle sector and changing transmission frequency at end of sector in which station transmits and resets frequency at end of sector in which no station transmits

Patent Assignee: CROSSBOW LTD (CROS-N)

Inventor: **LEVANON Y** ; PELED B

Number of Countries: 020 Number of Patents: 005

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
EP 692882	A2	19960117	EP 95110368	A	19950703	199608 B
EP 692882	A3	19970502	EP 95110368	A	19950703	199729
CA 2174985	A	19971026	CA 2174985	A	19960425	199821 N
US 5896412	A	19990420	US 94278885	A	19940722	199923
IL 110339	A	20000217	IL 110339	A	19940715	200027

Priority Applications (No Type Date): US 94278885 A 19940722; IL 110339 A 19940715; CA 2174985 A 19960425

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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EP 692882	A2	E	15	H04B-001/713	
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Designated States (Regional): AT BE CH DE DK ES FR GB GR IE IT LI LU MC
NL PT SE

IL 110339	A		H04L-012/56
EP 692882	A3		H04B-001/713
CA 2174985	A		H04B-001/48
US 5896412	A		H04B-015/00

Inventor: **LEVANON Y** ...

1/3,K/2 (Item 2 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

010142875 **Image available**
WPI Acc No: 1995-044126/199507
XRPX Acc No: N95-034766

Fastening system for cleaning cloth to wiper mop - has hooked pile fasteners, hooks, clips as fasteners

Patent Assignee: AMAR S (AMAR-I); LEVANON Y (LEVA-I); RONEN S (RONE-I); TALMOR A (TALM-I)

Inventor: AMAR S; **LEVANON Y** ; RONEN S; TALMOR A

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
DE 4321596	A1	19950112	DE 4321596	A	19930629	199507 B

Priority Applications (No Type Date): DE 4321596 A 19930629

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
DE 4321596	A1		8	A47L-013/20	

...Inventor: **LEVANON Y**

1/3,K/3 (Item 3 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

009896048 **Image available**
WPI Acc No: 1994-175964/199421
XRPX Acc No: N94-138598

Shock-absorbing game racket - comprises set of coil springs compressed within space defined between opposing surfaces, one of which is mounted to move within frame against springs

Patent Assignee: LIORA B B (LIOR-I); RONEN S (RONE-I); YORAM L (YORA-I); BEN-ZIMRA L B (BENZ-I); LEVANON Y (LEVA-I)

Inventor: BEN-ZIMRA L B; **LEVANON Y**; RONEN S

Number of Countries: 002 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 5316296	A	19940531	US 9357057	A	19930505	199421 B
IL 109505	A	19970814	IL 109505	A	19940502	199738

Priority Applications (No Type Date): US 9357057 A 19930505

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 5316296	A		8		

...Inventor: **LEVANON Y**

1/3,K/4 (Item 1 from file: 348)
DIALOG(R)File 348:EUROPEAN PATENTS
(c) 2004 European Patent Office. All rts. reserv.

00734577

Method and apparatus for frequency hopping communication in a wireless transceiver network

Verfahren und Anordnung zur Frequenzsprungkommunikation in einem Netz von drahtlosen Sende-Empfangsgeraten

Procede et dispositif de communication a saut de frequence dans un reseau de postes emetteurs-recepteurs sans fil

PATENT ASSIGNEE:

Crossbow Ltd., (1995950), 19 Maskit Street, Herzliya 46733, (IL),
(applicant designated states:

AT;BE;CH;DE;DK;ES;FR;GB;GR;IE;IT;LI;LU;MC;NL;PT;SE)

INVENTOR:

Levanon, Yohanan, 63 Hapoel Street, Herzliya 46600, (IL)

Peled, Benjamin, 17 Hanasher Street, Ramat Hasharaon 47226, (IL)

LEGAL REPRESENTATIVE:

KUHNNEN, WACKER & PARTNER (100053), Alois-Steinecker-Strasse 22, D-85354 Freising, (DE)

PATENT (CC, No, Kind, Date): EP 692882 A2 960117 (Basic)
EP 692882 A3 970502

APPLICATION (CC, No, Date): EP 95110368 950703;

PRIORITY (CC, No, Date): IL 11033994 940715; US 278885 940722

DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LI; LU; MC; NL; PT; SE

INTERNATIONAL PATENT CLASS: H04B-001/713; H04L-012/56; H04Q-007/28;

ABSTRACT WORD COUNT: 120

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	EPAB96	1057
SPEC A	(English)	EPAB96	4433
Total word count - document A			5490
Total word count - document B			0
Total word count - documents A + B			5490

INVENTOR:

Levanon, Yohanan ...

File 344:Chinese Patents Abs Aug 1985-2004/Mar
(c) 2004 European Patent Office
File 347:JAPIO Nov 1976-2003/Nov(Updated 040308)
(c) 2004 JPO & JAPIO
File 350:Derwent WPIX 1963-2004/UD,UM &UP=200419
(c) 2004 Thomson Derwent
File 348:EUROPEAN PATENTS 1978-2004/Mar W02
(c) 2004 European Patent Office
File 349:PCT FULLTEXT 1979-2002/UB=20040318,UT=20040311
(c) 2004 WIPO/Univentio

? ds

Set	Items	Description
S1	4	AU='LEVANON Y':AU='LEVANON YOHANAN'
S2	0	AU='LOSSOS-SHIFRIN L'
S3	76	AU='SHIFRIN L':AU='SHIFRIN LEONID'
S4	0	S3 AND MARKETING
S5	0	AU='LOSSOS L'

File 344:Chinese Patents Abs Aug 1985-2004/Mar
(c) 2004 European Patent Office
File 347:JAPIO Nov 1976-2003/Nov(Updated 040308)
(c) 2004 JPO & JAPIO
File 350:Derwent WPIX 1963-2004/UD,UM &UP=200419
(c) 2004 Thomson Derwent

? ds

Set	Items	Description
S1	1	PSYCHOGRAPHIC?(3N)(MARKET? OR ADVERT? OR AD OR ADS)
S2	608	(TARGET OR PERSONALIT? OR EMOTIONAL? OR BEHAVIOUR? OR BEHAVIOR? OR SEGMENT?)(3N)(MARKET? OR ADVERT? OR AD OR ADS)
S3	0	(S1 OR S2)(5N)(SURVIVAL? OR RELAX? OR GROWTH?)
S4	0	(S1 OR S2)(5N)(TEMPERAMENT? OR CAREFREE OR LAID()BACK? OR -HIGH()STRUNG? OR ENERGETIC?)
S5	3	AU=(LEVANON, Y? OR LEVANON Y? OR LOSSOS-SHIFRIN, L? OR LOSSOS-SHIFRIN L?)
S6	0	S5 AND S1

1/5/1 (Item 1 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

011638751 **Image available**

WPI Acc No: 1998-055659/199806

XRPX Acc No: N98-044162

Transmission of stored broadcast programs with selectively alterable advertising - using user demographic and psychographic profile to select advertising to be inserted in frame identified for advertising when signal is transmitted

Patent Assignee: AT & T CORP (AMTT)

Inventor: BRUNO R F; GIBBON D C; MARKOWITZ R E; PEREA C A; SHAHRARAY B; SIMON S D; PAREA C A

Number of Countries: 020 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
EP 817486	A2	19980107	EP 97110403	A	19970625	199806 B
CA 2197727	A	19971227	CA 2197727	A	19970217	199825
SG 93179	A1	20021217	SG 972117	A	19970620	200319

Priority Applications (No Type Date): US 96672123 A 19960627

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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EP 817486	A2	E	11	H04N-007/173	
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Designated States (Regional): AT BE CH DE DK ES FI FR GB GR IE IT LI LU MC NL PT SE

CA 2197727	A		H04N-007/173
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SG 93179	A1		H04N-007/173
----------	----	--	--------------

Abstract (Basic): EP 817486 A

The method of customising transmission of audiovisual programs containing advertising involves storing the programs to be transmitted on the communications network. The programs are stored in a segmented form. An additional segment, preferably a null segment, is also stored on the network. Information concerning the subscribers is also stored on the network. A table indicating where the segments for a particular program are to be found and which are available for substitution is maintained for each program.

When a subscriber requests transmission of a certain program, at least one of the additional segments is selected based on the information concerning the subscriber. The table associated with the program is examined to determine which of the segments are available for substitution. One of the substitutable segments is replaced by one of the additional segments before the program is transmitted.

USE - Targetted advertising.

ADVANTAGE - Allows subscriber to view compressed program with some segments of program automatically customised for user. Some advertising frames can be prevented from being substituted. Allows subscriber to prevent transmission of advertising upon suitable payment.

Dwg.4/5

Title Terms: TRANSMISSION; STORAGE; BROADCAST; PROGRAM; SELECT; ALTER; ADVERTISE; USER; PROFILE; SELECT; ADVERTISE; INSERT; FRAME; IDENTIFY; ADVERTISE; SIGNAL; TRANSMIT

Derwent Class: T01; W02; W03; W05

International Patent Class (Main): H04N-007/173

International Patent Class (Additional): G06F-013/14; H04H-001/02

File Segment: EPI

File 348:EUROPEAN PATENTS 1978-2004/Mar W02

(c) 2004 European Patent Office

File 349:PCT FULLTEXT 1979-2002/UB=20040318,UT=20040311

(c) 2004 WIPO/Univentio

? ds

Set	Items	Description
S1	25	PSYCHOGRAPHIC?(3N)(MARKET? OR ADVERT? OR AD OR ADS)
S2	3477	(TARGET OR PERSONALIT? OR EMOTIONAL? OR BEHAVIOUR? OR BEHAVIOR? OR SEGMENT?)(3N)(MARKET? OR ADVERT? OR AD OR ADS)
S3	40	(S1 OR S2)(5N)(SURVIVAL? OR RELAX? OR GROWTH?)
S4	1	(S1 OR S2)(5N)(TEMPERAMENT? OR CAREFREE OR LAID()BACK? OR -HIGH()STRUNG? OR ENERGETIC?)
S5	1	AU=(LEVANON, Y? OR LEVANON Y? OR LOSSOS-SHIFRIN, L? OR LOSSOS-SHIFRIN L?)
S6	13	S3 AND IC=G06F
S7	1	S4 NOT S6
S8	0	S5(S)S1

6/3,K/1 (Item 1 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2004 WIPO/Univentio. All rts. reserv.

01084006 **Image available**

**PROCESS FOR CALCULATING THE ECONOMIC VALUE CREATED BY A BUSINESS ACTIVITY
PROCEDE DE CALCUL DE LA VALEUR ECONOMIQUE CREEE PAR UNE ACTIVITE
COMMERCIALE**

Patent Applicant/Assignee:

E I DU PONT DE NEMOURS AND COMPANY, 1007 Market Street, Wilmington, DE
19898, US, US (Residence), US (Nationality)

Inventor(s):

HEIRES Neal T, 1100 Forsyth Lane, West Chester, PA 19382, US,
GUCKENBERGER Jared R, 711 Ashland Creek, Victoria, TX 77901, US,

Legal Representative:

EDWARDS Mark A (agent), E.I. Dupont de Nemours and Company, Legal Patent
Records Center, 1007 Market Street, Wilmington, DE 19898, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200406056 A2 20040115 (WO 0406056)

Application: WO 2003US20892 20030630 (PCT/WO US2003020892)

Priority Application: US 2002393678 20020703

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU
CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP
KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NI NO NZ OM PG PH PL
PT RO RU SC SD SE SG SK SL SY TJ TM TN TR TT TZ UA UG UZ VC VN YU ZA ZM
ZW

(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IT LU MC NL PT RO SE
SI SK TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 8750

Main International Patent Class: G06F

Fulltext Availability:

Detailed Description

Detailed Description

... to long term profitable growth of a business.

Historical data may be used to visualize **growth** trends of a
business by **market** , by region, by **segment** , by customer, by product
type,
even by product grade. From this historical data business management...

6/3,K/2 (Item 2 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2004 WIPO/Univentio. All rts. reserv.

01035133 **Image available**

**SYSTEM AND METHOD FOR CAPTURING PAYMENTS DATA ONTO UNIQUELY IDENTIFIED
PAYER-CARRIED CHIPS FOR PERIODIC UPLOAD AND DOWNLOAD WITH INSTITUTIONS
SYSTEME ET PROCEDE DE CAPTURE DE DONNEES DE PAIEMENT SUR DES PUCES PORTEES
PAR DES PAYEURS IDENTIFIEES DE MANIERE UNIQUE EN VUE DE TELECHARGEMENTS
VERS L'AMONT ET VERS L'AVANT AVEC DES INSTITUTIONS**

Patent Applicant/Assignee:

CHEN-YU ENTERPRISES LLC, 1601 Bayshore Highway, Suite 200, Burlingame, CA 94010, US, US (Residence), US (Nationality)

Inventor(s):

YU Mason K Jr, 34 Broadway #8, Milbrae, CA 94030, US,
YU Gregory J, 615 Darrell Road, Hillsborough, CA 94010, US,

Legal Representative:

YEE Susan (et al) (agent), 2225 E. Bayshore Road, Suite 200, Palo Alto, CA 94303, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200365163 A2 20030807 (WO 0365163)
Application: WO 2003US2667 20030127 (PCT/WO US0302667)
Priority Application: US 200258618 20020128

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU

CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP
KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO
RU SC SD SE SG SK SL TJ TM TN TR TT TZ UA UG UZ VC VN YU ZA ZM ZW
(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IT LU MC NL PT SE SI
SK TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 11531

Main International Patent Class: G06F

Fulltext Availability:

Detailed Description

Detailed Description

... rose from approximately 20 million in 1999 to about 28 million in 2000
-- a 37% **growth** . The fastest growing **market segment** was circulation
in the financial market sector, with a 244% growth rate. Still,

6/3,K/3 (Item 3 from file: 349)

DIALOG(R) File 349:PCT FULLTEXT

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01017706

THE MONETAIRE WEALTH MANAGEMENT PLATFORM

PLATE-FORME DE GESTION DE FORTUNE <= MONETAIRE >=

Patent Applicant/Assignee:

MONETAIRE, 594 Broadway, Suite 207, New York, NY 10012, US, US
(Residence), US (Nationality)

Inventor(s):

AMSTUTZ Arnold E, 5 Willow Lane, Farmington, CT 06032, US,
CARR Damon Wilder, 668 Greenwich St. Apt. 439, New York, NY 10014, US,
MIELE Louis J, 34 Edgecliff Road, Upper Montclair, NJ 07043, US,
NEFF Michael, 77 Dogwood Lane, Mill Neck, NY 11765, US,
KELLEHER Michael, 500 Second Ave. Apt. 19C, New York, NY 10016, US,

Legal Representative:

CHARTOVE Alex (et al) (agent), Morrison & Foerster LLP, 1650 Tysons
Boulevard, Suite 300, McLean, VA 22102, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200346692 A2 20030605 (WO 0346692)
Application: WO 2002US37905 20021127 (PCT/WO US0237905)
Priority Application: US 2001333528 20011128

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU

CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP
KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO

RU SC SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG UZ VC VN YU ZA ZM ZW
(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR IE IT LU MC NL PT SE SK TR
(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 18518

Main International Patent Class: **G06F**

Fulltext Availability:

Detailed Description

Detailed Description

... by expanding sales and marketing effectiveness, reducing costs and improving productivity; evaluate the profitability and **growth** potential of product lines, **market segments**, demographic groups and significant customers; build and expand a knowledge base institutionalizing best investment, credit...

6/3,K/4 (Item 4 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00981421 **Image available**

EVALUATING AN ORGANIZATION'S LEVEL OF SELF-REPORTING

EVALUATION DU NIVEAU D'AUTO-VERIFICATION D'UNE ORGANISATION

Patent Applicant/Assignee:

PRICEWATERHOUSECOOPERS, 1301 Avenue of the Americas, New York, NY 10019,
US, US (Residence), US (Nationality)

PricewaterhouseCoopers, 1 Embankment Place, London WC2N 6RH, GB, GB
(Residence), GB (Nationality)

Inventor(s):

LINGWOOD Janice Mary, 18 Park Avenue South, London, N8 8LT, GB,
EVANS Paul James, 19 New Tree Road, Southborough, Tunbridge Wells, Kent,
TN4 OBD, GB,

CANTOS Andrew Howard, 1255 Turnbury Lane, North Wales, PA 19454, US,
WATSON Annette, 241 Beaconsfield Parade, Middle Park, Victoria 3206, AU,
ASHTON Philip Priestly, Russells Green, Coombe Hill Road, Kingston-Upon
Thames, KT2 7DY, GB,

Legal Representative:

BORODACH Samuel (agent), Fish & Richardson P.C., Suite 2800, 45
Rockefeller Plaza, New York, NY 10111, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200310635 A2-A3 20030206 (WO 0310635)

Application: WO 2002US24232 20020724 (PCT/WO US0224232)

Priority Application: US 2001307482 20010724; US 200280846 20020222

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU

CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP

KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO

RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG UZ VN YU ZA ZM ZW

(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR IE IT LU MC NL PT SE SK TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 5082

Main International Patent Class: **G06F-017/60**

Fulltext Availability:
Detailed Description

Detailed Description

... of Current and Future Competition, Industry and Business Outlook and Industry and Business Outlook (by **segment**). The performance **illeanS**ure **Market Growth**, for example, refers to the increase in size of the total market as defined by...

6/3,K/5 (Item 5 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2004 WIPO/Univentio. All rts. reserv.

00867342 **Image available**

METHOD AND SYSTEM OF SECURELY COLLECTING, STORING, AND TRANSMITTING INFORMATION
PROCEDE ET SYSTEME PERMETTANT DE COLLECTER, DE MEMORISER ET DE TRANSMETTRE DES INFORMATIONS

Patent Applicant/Assignee:

PATENTEK INC, 3516 Corte Ramon, La Costa, CA 92009, US, US (Residence),
US (Nationality)

Inventor(s):

SCOTT David, 1077 Eolus, Leucadia, CA 92024, US,
WALSH Mark, 3516 Corte Ramon, La Costa, CA 92009, US,
DAVIS Rick, 427 La Veta, Encinitas, CA 92024, US,

Legal Representative:

MONROE Wesley W (agent), Christie, Parker & Hale, P.O. Box 7068,
Pasadena, CA 91109-7068, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200201462 A2-A3 20020103 (WO 0201462)
Application: WO 2001US20216 20010627 (PCT/WO US0120216)
Priority Application: US 2000613054 20000628

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU

CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP

KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD

SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 24894

Main International Patent Class: G06F-019/00

International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... the fraud or misuse of data by customers, merchants and hackers.

Although the electronic sales **market segment** is rapidly expanding, **growth** has been slowed by fear among consumers regarding the potential for misuse of credit.

l...

6/3,K/6 (Item 6 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT
(c) 2004 WIPO/Univentio. All rts. reserv.

00847376 **Image available**

METHOD AND SYSTEM FOR DELIVERING FOREIGN EXCHANGE RISK MANAGEMENT ADVISORY SOLUTIONS TO A DESIGNATED MARKET

PROCEDE ET SYSTEME PERMETTANT D'APPORTER DES SOLUTIONS AVISEES DE GESTION DES RISQUES SUR LES PLACEMENT EN DEVIS ETRANGERES POUR UN MARCHE DONNE

Patent Applicant/Assignee:

E-VANTAGE INTERNATIONAL INC, 230 Waltham Street, Lexington, MA 02421, US,
US (Residence), US (Nationality)

Inventor(s):

SCHEIRER Lois R, 230 Waltham Street, Lexington, MA 02421, US,

Legal Representative:

SCHURGIN Stanley M (et al) (agent), Weingarten, Schurgin, Gagnebin &
Hayes, LLP, Ten Post Office Square, Boston, MA 02109, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200179963 A2-A3 20011025 (WO 0179963)

Application: WO 2001US12033 20010412 (PCT/WO US0112033)

Priority Application: US 2000197249 20000414

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU

CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR

KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE

SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 24352

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Detailed Description

Detailed Description

... increasing complexity of decision making illustrative of
decisions associated with major milestones in the
international **growth** patterns typical of the **target**
market to which the user belongs. To personalize
workshops, the returning user 20 in Fig. 2...

6/3,K/7 (Item 7 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

(c) 2004 WIPO/Univentio. All rts. reserv.

00835728 **Image available**

ADVERTISING METHOD AND SYSTEM

PROCEDE ET SYSTEME DE PUBLICITE

Patent Applicant/Assignee:

PROJEXX LLC, 177 Wells Avenue, Newton, MA 02459, US, US (Residence), US
(Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

BERMAN Stephen S, The Gables, 425 D. Dedham Street, Newton, MA 02459, US,
US (Residence), US (Nationality), (Designated only for: US)

BARNETT Richard L, 11 Peckman Way, Needham, MA 02492, US, US (Residence),
US (Nationality), (Designated only for: US)

MURRAY David W, 366 Wallace Road, Bedford, NH 03110, US, US (Residence),
US (Nationality), (Designated only for: US)
Legal Representative:
COLESANTI Anthony (agent), Duane, Morris & Heckscher LLP, One Liberty
Place, Philadelphia, PA 19103-7396, US,
Patent and Priority Information (Country, Number, Date):
Patent: WO 200169349 A2-A3 20010920 (WO 0169349)
Application: WO 2001US8397 20010316 (PCT/WO US0108397)
Priority Application: US 2000189802 20000316
Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU
CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR
KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE
SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
(EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 6300

Main International Patent Class: **G06F-017/60**
Fulltext Availability:
Detailed Description

Detailed Description

... Discount Stores

Office Supply

Drug Stores

Super Markets

Electronics

Wholesale Clubs

FUTURE GROWTH AND DEVELOPMENT - **GROWTH TREE**

As mentioned, the initial **target market** is retail stores. However the
concept of renting space for advertising and merchandising has additional

...

6/3,K/8 (Item 8 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00829893 **Image available**

SYSTEM AND METHOD FOR SPECIFICATION AND EXCHANGE MANAGEMENT

SYSTEME ET PROCEDE DE GESTION DES SPECIFICATIONS ET DES ECHANGES

Patent Applicant/Assignee:

EMPRIVA INC, 1600 Genessee, Suite 302, Kansas City, MO 64102, US, US

(Residence), US (Nationality)

Inventor(s):

DUFFY Christopher A, 15165 West 153th Terrace, Olathe, KS 66062, US,

HOLBROOK D Kelly, 101 West 66th Street, Kansas City, MO 64113, US,

JOHNSON Andrew H, 4913 West 158th Street, Overland Park, KS 66224, US,

KALAHASTHY Gopichand, 13520 West 74th Terrace, Shawnee, KS 66216, US,

STRADINGER J Michael, 6404 Sagamore, Shawnee Mission, KS 66208, US,

TIETZ Robert W, 7636 Allman Road, Lenexa, KS 66217, US,

MITCHELL Steven Kim, 3388 Hidden Cover Circle, Lewis Center, OH 43035, US

RAMSEY James D, 224 West 3rd Avenue, Columbus, OH 43201, US,

RICHARDSON Steven G, 124 Antelope Way #3A, Columbus, OH 43235, US,

Legal Representative:

GOETZ Kenneth (et al) (agent), Lathrop & Gage, LC, Suite 2800, 2345 Grand

Boulevard, Kansas City, MO 64108, US,
Patent and Priority Information (Country, Number, Date):
Patent: WO 200163449 A2 20010830 (WO 0163449)
Application: WO 2001US4854 20010215 (PCT/WO US0104854)
Priority Application: US 2000184920 20000225; US 2000620625 20000720
Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK
DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR
LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ
TM TR TT TZ UA UG UZ VN YU ZA ZW
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
(EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 19177

Main International Patent Class: G06F-017/00
Fulltext Availability:
Detailed Description

Detailed Description

... may include sales information. The sales information may
comprise the company's long term sales **growth** strategy, the company's
market segments, key industry trends, and the company's sustainable
competitive advantages.

Manufacturing information may be required...

6/3,K/9 (Item 9 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2004 WIPO/Univentio. All rts. reserv.

00735425

REAL-TIME TREND ANALYSIS SYSTEM
SYSTEME D'ANALYSE DES TENDANCES EN TEMPS REEL

Patent Applicant/Inventor:

LUSK Richard Patrick, 25 Los Monteros, Monarch Beach, CA 92629, US, US
(Residence), US (Nationality)

Patent and Priority Information (Country, Number, Date):

Patent: WO 200048101 A1 20000817 (WO 0048101)

Application: WO 99US3118 19990212 (PCT/WO US9903118)

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES
FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU
LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA
UG US UZ VN YU ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW SD SZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 7017

Main International Patent Class: G06F-017/60

International Patent Class: G06F-157/00 ...

Fulltext Availability:

Detailed Description

Detailed Description

... market opportunity developing within the trading community as it

appeals to one of the highest
growth segments within the market - the "daytrader."
0 The daytrader typically seeks to capitalize on short-term, intraday
price movements...

6/3,K/10 (Item 10 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2004 WIPO/Univentio. All rts. reserv.

00542286 **Image available**

ANALYSIS PACKAGE AND METHOD

ENSEMBLE D'ANALYSE

Patent Applicant/Assignee:

OMNI-VISTA INC,
DAVIS Alan M,
ZWEIG Ann S,

Inventor(s):

DAVIS Alan M,
ZWEIG Ann S,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200005659 A1 20000203 (WO 0005659)

Application: WO 99US16655 19990723 (PCT/WO US9916655)

Priority Application: US 9894051 19980724; US 9894079 19980724; US
9894066 19980724

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES

FI GB GE GH HU IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN

MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG US UZ VN YU

ZW GH GM KE LS MW SD SL SZ UG ZW AM AZ BY KG KZ MD RU TJ TM AT BE CH CY

DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN GW ML

MR NE SN TD TG

Publication Language: English

Fulltext Word Count: 13357

Main International Patent Class: G06F-017/17

International Patent Class: G06F-017/27

Fulltext Availability:

Detailed Description

Detailed Description

... tab of the Interview 602, he can enter

data such as the name of the market segment 604, the potential

market size 606, and growth rate of the market 608, and the

price at which he plans to sell the...

6/3,K/11 (Item 11 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2004 WIPO/Univentio. All rts. reserv.

00542285 **Image available**

**METHOD FOR PROVIDING BI-DIRECTIONAL PROPAGATION AMONG DATA WITHIN
SPREADSHEETS**

TECHNIQUE DE PROPAGATION BIDIRECTIONNELLE ENTRE DONNEES DANS DES TABLEURS

Patent Applicant/Assignee:

OMNI-VISTA INC,
DAVIS Alan M,
ZWEIG Ann S,

Inventor(s):

DAVIS Alan M,

ZWEIG Ann S,
Patent and Priority Information (Country, Number, Date):
Patent: WO 200005658 A1 20000203 (WO 0005658)
Application: WO 99US16654 19990723 (PCT/WO US9916654)
Priority Application: US 9894051 19980724; US 9894079 19980724; US
9894066 19980724
Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES
FI GB GE GH HU IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN
MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG US UZ VN YU
ZW GH GM KE LS MW SD SL SZ UG ZW AM AZ BY KG KZ MD RU TJ TM AT BE CH CY
DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN GW ML
MR NE SN TD TG
Publication Language: English
Fulltext Word Count: 12880

Main International Patent Class: G06F-017/17
International Patent Class: G06F-017/27
Fulltext Availability:
Detailed Description

Detailed Description

... tab of the Interview 602, he can enter data such as the name
of the **market segment** 604, the potential **market** size 606, and
growth rate of the market 608, and the price at which he plans to
sell the...

6/3,K/12 (Item 12 from file: 349)
DIALOG(R) File 349: PCT FULLTEXT
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00387880 **Image available**

APPLICATION USER INTERFACE REDIRECTOR

DISPOSITIF DE REACHEMINEMENT D'INTERFACE UTILISATEUR D'APPLICATION

Patent Applicant/Assignee:

MENTA SOFTWARE LTD,
GOLAN Gilad,
ZANGVIL Avner,
ZANGVIL Arnon,

Inventor(s):

GOLAN Gilad,
ZANGVIL Avner,
ZANGVIL Arnon,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9728623 A2 19970807
Application: WO 97IL22 19970115 (PCT/WO IL9700022)
Priority Application: IL 116804 19960117

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES
FI GB GE HU IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW
MX NO NZ PL PT RO RU SD SE SG SI SK TJ TM TR TT UA UG US UZ VN KE LS MW
SD SZ UG AM AZ BY KG KZ MD RU TJ TM AT BE CH DE DK ES FI FR GB GR IE IT
LU MC NL PT SE BF BJ CF CG CI CM GA GN ML MR NE SN TD TG

Publication Language: English

Fulltext Word Count: 13526

Main International Patent Class: G06F-009/455
Fulltext Availability:
Detailed Description

Detailed Description

... fast growing base of remote users, are driving the remote access

market. The remote access **market** consists of three **segments** , all experiencing fast **growth** .

telecommuters, mobile users and remote offices.

Telecommuting has become an accepted way of conducting business...

6/3,K/13 (Item 13 from file: 349)

DIALOG(R) File 349:PCT FULLTEXT

(c) 2004 WIPO/Univentio. All rts. reserv.

00379530 **Image available**

IBM PC COMPATIBLE MULTI-CHIP MODULE

MODULE MULTI-PUCE COMPATIBLE IBM PC

Patent Applicant/Assignee:

ZF MICROSYSTEMS INC,

FELDMAN David L,

Inventor(s):

FELDMAN David L,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9720273 A1 19970605

Application: WO 96US19064 19961127 (PCT/WO US9619064)

Priority Application: US 95564688 19951129

Designated States: AL AM AT AU AZ BB BG BR BY CA CH CN CZ DE DK EE ES FI GB

GE HU IL IS JP KE KG KP KR KZ LK LR LS LT LU LV MD MG MK MN MW MX NO NZ

PL PT RO RU SD SE SG SI SK TJ TM TR TT UA UG US UZ VN KE LS MW SD SZ UG

AM AZ BY KG KZ MD RU TJ TM AT BE CH DE DK ES FI FR GB GR IE IT LU MC NL

PT SE BF BJ CF CG CI CM GA GN ML MR NE SN TD TG

Publication Language: English

Fulltext Word Count: 13071

Main International Patent Class: **G06F-015/00**

Fulltext Availability:

Detailed Description

Detailed Description

... compared with an estimated 32 percent in the desk top market.

The area of greatest **growth** in the embedded control **market** is the **segment** of ultraminiature controllers for portable and transportable instruments. OEMs have indicated a strong interest in...

7/3,K/1 (Item 1 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2004 WIPO/Univentio. All rts. reserv.

01006987

A NOVEL PHARMACEUTICAL COMPOUND CONTAINING ABACAVIR SULFATE AND METHODS OF
MAKING AND USING SAME

NOUVEAU COMPOSE PHARMACEUTIQUE CONTENANT DU SULFATE D'ABACAVIR ET PROCEDES
DE FABRICATION ET D'UTILISATION ASSOCIES

Patent Applicant/Assignee:

NEW RIVER PHARMACEUTICALS INC, The Governor Tyler, 1902 Downey Street,
Radford, VA 24060, US, US (Residence), US (Nationality), (For all
designated states except: US)

Patent Applicant/Inventor:

PICARIELLO Thomas, 203 Murphy Street, N.E., Blacksburg, VA 24060, US, US
(Residence), US (Nationality)

Legal Representative:

SCHULMAN Robert M (et al) (agent), Intellectual Property Department,
Hunton & Williams, 1900 K Street, N.W., Suite 1200, Washington, DC
20006-1109, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200334980 A2 20030501 (WO 0334980)

Application: WO 2001US43089 20011114 (PCT/WO US0143089)

Priority Application: US 2000274622 20001114; US 2000247621 20001114; US
2000247620 20001114; US 2000247595 20001114; US 2000247594 20001114; US
2000247635 20001114; US 2000247634 20001114; US 2000247606 20001114; US
2000247607 20001114; US 2000247608 20001114; US 2000247609 20001114; US
2000247610 20001114; US 2000247611 20001114; US 2000247702 20001114; US
2000247701 20001114; US 2000247700 20001114; US 2000247699 20001114; US
2000247698 20001114; US 2000247807 20001114; US 2000247833 20001114; US
2000247832 20001114; US 2000247927 20001114; US 2000247926 20001114; US
2000247930 20001114; US 2000247929 20001114; US 2000247928 20001114; US
2000247797 20001114; US 2000247805 20001114; US 2000247804 20001114; US
2000247803 20001114; US 2000247802 20001114; US 2000247801 20001114; US
2000247800 20001114; US 2000247799 20001114; US 2000247798 20001114; US
2000247561 20001114; US 2000247560 20001114; US 2000247559 20001114; US
2000247558 20001114; US 2000247556 20001114; US 2000247612 20001114; US
2000247613 20001114; US 2000247614 20001114; US 2000247615 20001114; US
2000247616 20001114; US 2000247617 20001114; US 2000247633 20001114; US
2000247632 20001114; US 2000247631 20001114; US 2000247630 20001114; US
2000247629 20001114; US 2000247628 20001114; US 2000247627 20001114; US
2000247626 20001114; US 2000247625 20001114; US 2001247954 20011114

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU

CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP

KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO

RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 1363212

STN Search

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(FILE 'HOME' ENTERED AT 11:00:52 ON 23 MAR 2004)

FILE 'CONFSCI' ENTERED AT 11:00:59 ON 23 MAR 2004

L1 O S PSYCHOGRAPHIC?(3N) (MARKET? OR ADVERT? OR AD OR ADS)

File 16:Gale Group PROMT(R) 1990-2004/Mar 23
 (c) 2004 The Gale Group
 File 148:Gale Group Trade & Industry DB 1976-2004/Mar 23
 (c)2004 The Gale Group
 File 160:Gale Group PROMT(R) 1972-1989
 (c) 1999 The Gale Group
 File 275:Gale Group Computer DB(TM) 1983-2004/Mar 23
 (c) 2004 The Gale Group
 File 621:Gale Group New Prod.Annou.(R) 1985-2004/Mar 22
 (c) 2004 The Gale Group
 File 636:Gale Group Newsletter DB(TM) 1987-2004/Mar 23
 (c) 2004 The Gale Group
 File 9:Business & Industry(R) Jul/1994-2004/Mar 22
 (c) 2004 Resp. DB Svcs.
 File 15:ABI/Inform(R) 1971-2004/Mar 20
 (c) 2004 ProQuest Info&Learning
 File 20:Dialog Global Reporter 1997-2004/Mar 23
 (c) 2004 The Dialog Corp.
 File 95:TEME-Technology & Management 1989-2004/Mar W1
 (c) 2004 FIZ TECHNIK
 File 476:Financial Times Fulltext 1982-2004/Mar 22
 (c) 2004 Financial Times Ltd
 File 610:Business Wire 1999-2004/Mar 22
 (c) 2004 Business Wire.
 File 613:PR Newswire 1999-2004/Mar 23
 (c) 2004 PR Newswire Association Inc
 File 624:McGraw-Hill Publications 1985-2004/Mar 22
 (c) 2004 McGraw-Hill Co. Inc
 File 634:San Jose Mercury Jun 1985-2004/Mar 22
 (c) 2004 San Jose Mercury News
 File 810:Business Wire 1986-1999/Feb 28
 (c) 1999 Business Wire
 File 813:PR Newswire 1987-1999/Apr 30
 (c) 1999 PR Newswire Association Inc
 File 635:Business Dateline(R) 1985-2004/Mar 20
 (c) 2004 ProQuest Info&Learning
 File 477:Irish Times 1999-2004/Mar 08
 (c) 2004 Irish Times
 File 710:Times/Sun.Times(London) Jun 1988-2004/Mar 22
 (c) 2004 Times Newspapers
 File 711:Independent(London) Sep 1988-2004/Mar 22
 (c) 2004 Newspaper Publ. PLC
 File 756:Daily/Sunday Telegraph 2000-2004/Mar 15
 (c) 2004 Telegraph Group
 File 757:Mirror Publications/Independent Newspapers 2000-2004/Feb 26
 (c) 2004
 File 387:The Denver Post 1994-2004/Mar 22
 (c) 2004 Denver Post
 File 471:New York Times Fulltext 90-Day 2004/Mar 22
 (c) 2004 The New York Times
 File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06
 (c) 2002 Phoenix Newspapers
 File 494:St LouisPost-Dispatch 1988-2004/Mar 22
 (c) 2004 St Louis Post-Dispatch
 File 498:Detroit Free Press 1987-2004/Mar 19
 (c) 2004 Detroit Free Press Inc.
 File 631:Boston Globe 1980-2004/Mar 21
 (c) 2004 Boston Globe
 File 633:Phil.Inquirer 1983-2004/Mar 19
 (c) 2004 Philadelphia Newspapers Inc
 File 638:Newsday/New York Newsday 1987-2004/Mar 20

(c) 2004 Newsday Inc.
File 640:San Francisco Chronicle 1988-2004/Mar 23
(c) 2004 Chronicle Publ. Co.
File 641:Rocky Mountain News Jun 1989-2004/Mar 19
(c) 2004 Scripps Howard News
File 702:Miami Herald 1983-2004/Mar 22
(c) 2004 The Miami Herald Publishing Co.
File 703:USA Today 1989-2004/Mar 22
(c) 2004 USA Today
File 704:(Portland)The Oregonian 1989-2004/Mar 21
(c) 2004 The Oregonian
File 713:Atlanta J/Const. 1989-2004/Mar 21
(c) 2004 Atlanta Newspapers
File 714:(Baltimore) The Sun 1990-2004/Mar 22
(c) 2004 Baltimore Sun
File 715:Christian Sci.Mon. 1989-2004/Mar 23
(c) 2004 Christian Science Monitor
File 725:(Cleveland)Plain Dealer Aug 1991-2004/Mar 20
(c) 2004 The Plain Dealer
File 735:St. Petersburg Times 1989- 2004/Mar 21
(c) 2004 St. Petersburg Times

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Set	Items	Description
S1	1171	PSYCHOGRAPHIC?(3N)(MARKET? OR ADVERT? OR AD OR ADS)
S2	836084	(TARGET OR PERSONALIT? OR EMOTIONAL? OR BEHAVIOUR? OR BEHAVIOR? OR SEGMENT?) (3N)(MARKET? OR ADVERT? OR AD OR ADS)
S3	29571	(S1 OR S2) (5N)(SURVIVAL? OR RELAX? OR GROWTH?)
S4	52	(S1 OR S2) (5N)(TEMPERAMENT? OR CAREFREE OR LAID()BACK? OR - HIGH()STRUNG? OR ENERGETIC?)
S5	0	AU=(LEVANON, Y? OR LEVANON Y? OR LOSSOS-SHIFRIN, L? OR LOS-SOS-SHIFRIN L?)
S6	112	S3 NOT GROWTH
S7	78	S6 NOT PY>2000
S8	70	RD (unique items)
S9	44	S8 NOT (DRESS OR TRADESHOW? OR EFFORTS OR RELAXING?)
S10	52	S4 NOT S9
S11	48	S10 NOT PY>2000
S12	30	RD (unique items)

9/3,K/1 (Item 1 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2004 The Gale Group. All rts. reserv.

03651102 Supplier Number: 45153312 (USE FORMAT 7 FOR FULLTEXT)

Evian '95 Ads Relax With Target Demo

Brandweek, v0, n0, p3

Nov 21, 1994

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 385

Evian '95 Ads Relax With Target Demo

9/3,K/2 (Item 2 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2004 The Gale Group. All rts. reserv.

03529578 Supplier Number: 44948735 (USE FORMAT 7 FOR FULLTEXT)

Corp. Hotel Rates in Hong Kong Rise Sharply With No End In Sight

Business Travel News, p24

August 29, 1994

Language: English Record Type: Fulltext

Document Type: Tabloid; Trade

Word Count: 872

... for at least three more years and that corporate travel will be an increasingly large **segment** of the hotel **market** .

'The outlook is for **relaxed** business restrictions in China, which will result not only in more business travel there, but...

9/3,K/3 (Item 3 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2004 The Gale Group. All rts. reserv.

02560821 Supplier Number: 43396057

USAir: reservations about its survival

Washington Business Journal, p5

Oct 25, 1992

Language: English Record Type: Abstract

Document Type: Magazine/Journal; Trade

ABSTRACT:

...92, will save \$13 mil in 1993. Analysts say USAir has 3 options available for **survival** : downsizing, redefining its **market** to a narrower **segment** , and merge. USAir has an offer pending from British Airways.

...

9/3,K/4 (Item 4 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2004 The Gale Group. All rts. reserv.

02472534 Supplier Number: 43261838 (USE FORMAT 7 FOR FULLTEXT)

Business aircraft blues

Aerospace World, p37

Sept, 1992

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade
Word Count: 1213

... group - Bombardier, that also owns Shorts and de Havilland Canada. According to industry observers, the **market** is sufficiently **segmented** to permit the **survival** of all the existing players. But there is general agreement that the cost of developing...

9/3,K/5 (Item 5 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

01201983 Supplier Number: 41381368 (USE FORMAT 7 FOR FULLTEXT)
Johnson Products
Drug Store News, v0, n0, p43
June 11, 1990
Language: English Record Type: Fulltext Abstract
Document Type: Magazine/Journal; Trade
Word Count: 748

... be used on all hair types and it saves time: in one step women can **relax** and condition hair.
Both its **advertising** and packaging **target** Gentle Treatment toward women who deserve the best.
Of course, this kind of positioning has...

9/3,K/6 (Item 1 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

11492831 SUPPLIER NUMBER: 57043735 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Liberalization, quality and welfare: removing the Italian VER on Japanese car exports.
TURRINI, ALESSANDRO
Applied Economics, 31, 10, 1183
Oct, 1999
ISSN: 0003-6846 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 8554 LINE COUNT: 00751

... the distribution of total sales across producers and on the composition of their sales across **market segments**.
When the **relaxation** of the VER on Japanese imports is simulated considering only the effects on quantities, consumers...

9/3,K/7 (Item 2 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

09070189 SUPPLIER NUMBER: 18474625 (USE FORMAT 7 OR 9 FOR FULL TEXT)
CPCU exec.: some insurers oblivious to change.(American Institute of CPCU Executive Vice President Lawrence G. Brandon)
Brostoff, Steven
National Underwriter Property & Casualty-Risk & Benefits Management, n28, p8(2)
July 8, 1996
ISSN: 1042-6841 LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 720 LINE COUNT: 00062

...ABSTRACT: capital will alter recruiting and training activities of savvy insurers, he writes. Other trends include **target marketing** of particular population **segments** by insurers and **relaxed** regulation of large commercial insurers.

9/3,K/8 (Item 3 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

08749445 SUPPLIER NUMBER: 17102219 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Role-relaxed consumers: empirical evidence.
Kahle, Lynne R.
Journal of Advertising Research, v35, n3, p59(4)
May-June, 1995
ISSN: 0021-8499 LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 2126 LINE COUNT: 00182

... concept of role-relaxed behavior, they certainly do not decrease our confidence in the concepts.

Advertisers whose **target market** includes Role- **Relaxed** Consumers may want to emphasize product attributes over social pressure as a mechanism to increase...

...relaxed characteristics. Nor do we know as much as would be desirable about the role- **relaxed segment** 's **market** power or product and brand preferences. The research here certainly implies utility in further research...

9/3,K/9 (Item 4 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

08238557 SUPPLIER NUMBER: 17476758 (USE FORMAT 7 OR 9 FOR FULL TEXT)
The Asian energy industry begins to branch out. (Special Report: National Energy Companies - A New Era) (Industry Overview)
Greenfield, Sarah
Petroleum Economist, v62, n9, p29(2)
Sep, 1995
DOCUMENT TYPE: Industry Overview ISSN: 0306-395X LANGUAGE:
English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 2148 LINE COUNT: 00177

... and liquefied petroleum gas (LPG) markets in China, Vietnam, Cambodia, Laos, Myanmar and, its latest **target**, the Philippines.

Developing **markets**

"We believe our **survival** is through retail operations and backward integration. Our experience in service-oriented industry would give...

9/3,K/10 (Item 5 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

07587861 SUPPLIER NUMBER: 15899271 (USE FORMAT 7 OR 9 FOR FULL TEXT)
America's Favorite Food: The Story of Campbell Soup Company. (book reviews)
Thayer, C. Taylor
Sales & Marketing Management, v146, n13, p125(1)

Nov, 1994
DOCUMENT TYPE: Review ISSN: 0163-7517 LANGUAGE: ENGLISH
RECORD TYPE: FULLTEXT
WORD COUNT: 1075 LINE COUNT: 00088

... tradition."

Advertising soon perceived itself as an agent of progress for the progressive people. "National **advertising** removed consumers' **personality** from the mere business of **survival** ," Lears says, "freeing them for higher things. By widening the sphere of necessity to include...

9/3,K/11 (Item 6 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

07587860 SUPPLIER NUMBER: 15899269 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Fables of Abundance: A Cultural History of Advertising in America. (book reviews)

Thayer, C. Taylor
Sales & Marketing Management, v146, n13, p124(2)
Nov, 1994

DOCUMENT TYPE: Review ISSN: 0163-7517 LANGUAGE: ENGLISH
RECORD TYPE: FULLTEXT
WORD COUNT: 1075 LINE COUNT: 00088

... tradition."

Advertising soon perceived itself as an agent of progress for the progressive people. "National **advertising** removed consumers' **personality** from the mere business of **survival** ," Lears says, "freeing them for higher things. By widening the sphere of necessity to include...

9/3,K/12 (Item 7 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

07585374 SUPPLIER NUMBER: 15897862 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Evian '95 ads relax with target demo. (Evian Natural Spring Water advertising)

Khermouch, Gerry
Brandweek, v35, n45, p3(1)
Nov 21, 1994

ISSN: 1064-4318 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 405 LINE COUNT: 00031

Evian '95 ads relax with target demo. (Evian Natural Spring Water advertising)

9/3,K/13 (Item 8 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

05582605 SUPPLIER NUMBER: 11744975 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Survival of the fittest. (target marketing) (Special Report)

Forrest, Tracy
Super Marketing, n1000, p42(2)
Nov 29, 1991

ISSN: 0261-4251 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 1189 LINE COUNT: 00095

Survival of the fittest. (target marketing) (Special Report)

9/3,K/14 (Item 9 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2004 The Gale Group. All rts. reserv.

05435738 SUPPLIER NUMBER: 11073802 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Niche marketing: what it is and how it works. (responses to Hardware Age survey)

Cory, Jim

Chilton's Hardware Age, v228, n8, p239(6)

August, 1991

ISSN: 8755-254X LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 3700 LINE COUNT: 00331

... reasons Hruska says his sales have increased 25% in the last year. These niches mean " **survival** ," says the retailer.

Call it **market segmentation** , positioning, **target marketing** , or anything you want, increasing numbers of hardware store owners are looking for some type...

9/3,K/15 (Item 10 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2004 The Gale Group. All rts. reserv.

04869281 SUPPLIER NUMBER: 09615391 (USE FORMAT 7 OR 9 FOR FULL TEXT)

The impact of treasury auction announcements on interest rates.

Wachtel, Paul; Young, John

Quarterly Review of Economics and Business, v30, n3, p62(11)

Autumn, 1990

ISSN: 0033-5797 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 4251 LINE COUNT: 00348

... that there is little indication of any gain in explanatory power when the hypothesis of **market segmentation** is **relaxed** . There is a significant increase in explanatory power at the 5 percent level for less ...

9/3,K/16 (Item 11 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2004 The Gale Group. All rts. reserv.

04807158 SUPPLIER NUMBER: 09365191 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Turning the page: Mike Grano wrote a success story with Astoria Books & Prints. (Business People)

Behan, Catherine

Denver Business, v12, n12, p26(2)

August, 1990

ISSN: 0746-2964 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 1173 LINE COUNT: 00089

... a town called Astoria. And there the significance stops.

PHOTO : Taking a page from business **survival** 101: **Target marketing** , and mailing lists keep

PHOTO : Denver's Astoria Books & Prints in Business. Owner Mike Grano

...

9/3,K/17 (Item 12 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

03932247 SUPPLIER NUMBER: 07663315 (USE FORMAT 7 OR 9 FOR FULL TEXT)

New forms for a new age. (new organizational structures for business)

Meiklejohn, Ian

Management Today, p163(2)

May, 1989

CODEN: MANTA ISSN: 0025-1925 LANGUAGE: ENGLISH RECORD TYPE:

FULLTEXT

WORD COUNT: 2282 LINE COUNT: 00185

... the demands of the new economic order. Major changes in their competitive environment and the **behaviour** of their **markets** now threaten the very **survival** of such companies. Key among these changes has been the need to shift production from...

9/3,K/18 (Item 13 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

02815293 SUPPLIER NUMBER: 04083263

Dealer survival in the 80's - market segmentation tactics in a hostile market.

Patton, Terrence

Shooting Industry, v31, p46(2)

Jan, 1986

ISSN: 0037-4148 LANGUAGE: ENGLISH RECORD TYPE: CITATION

Dealer survival in the 80's - market segmentation tactics in a hostile market.

9/3,K/19 (Item 14 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

01998983 SUPPLIER NUMBER: 03198519

Magazines Grapple with Issue of Positioning.

Higgins, K.

Marketing News, v18, p1

March 30, 1984

ISSN: 0025-3790 LANGUAGE: ENGLISH RECORD TYPE: ABSTRACT

ABSTRACT: Magazines do not enjoy a high survival rate. A key **survival** ingredient is maintaining an audience **segment** of interest to **advertisers**. The general interest magazine suffers from the advertisers' demand for market segmentation. Media buyers are...

9/3,K/20 (Item 1 from file: 160)

DIALOG(R)File 160:Gale Group PROMT(R)
(c) 1999 The Gale Group. All rts. reserv.

01092280

Strategies: Survival Marketing Changes Banking.
MARKETING COMMUNICATIONS October, 1984 p. 11-181

Banks turn to **market segmentation** for **survival** . Faced with shrinking margins and increased competition, banks cannot simply work to be bigger; they...

9/3,K/21 (Item 1 from file: 275)
DIALOG(R)File 275:Gale Group Computer DB(TM)
(c) 2004 The Gale Group. All rts. reserv.

01254755 SUPPLIER NUMBER: 07022789 (USE FORMAT 7 OR 9 FOR FULL TEXT)
IBM and Sears officially launch Prodigy. (on-line information service)
Eggers, Ron
Computer & Software News, v6, n40, p22(1)
Oct 3, 1988
ISSN: 0745-5291 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 763 LINE COUNT: 00061

... corporate partners bring to the venture will undoubtedly be a factor in its long-term **survival** and profitability.

"The **target market** ," Papes noted, "is far broader than the relatively small numbers of technically literate people who..."

9/3,K/22 (Item 1 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01847910 04-98901
The regional challenge
Anwari, Barbara
Modern Paint & Coatings v89n4 PP: 28-31 Apr 1999
ISSN: 0098-7786 JRNL CODE: MPC

ABSTRACT: Regional formulators are faced with myriad challenges. To meet the challenge of **survival** , some have shifted toward new **market segments** , as well as toward more niche applications. The road may get even bumpier for these...

9/3,K/23 (Item 2 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01711368 03-62358
Changing tourist profiles for Grenada: evidence from 1988 and 1992
Vincent, George; Milne, Simon; Sarigollu, Emine
Journal of International Consumer Marketing v10n3 PP: 63-83 1998
ISSN: 0896-1530 JRNL CODE: JCO

...ABSTRACT: market-segment level is presented. Using a cluster analysis based on expected benefits, three distinct **market segments** in each year - rest and **relaxation** , business, and active water-based - were determined. Each segment has quite different impacts on the...

9/3,K/24 (Item 3 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)

(c) 2004 ProQuest Info&Learning. All rts. reserv.

00938536 95-87928

The age of advertising

Taylor, Thayer C

Sales & Marketing Management v146n13 PP: 124-125 Nov 1994

ISSN: 0163-7517 JRNL CODE: SAL

WORD COUNT: 985

...TEXT: tradition."

Advertising soon perceived itself as an agent of progress for the progressive people. "National **advertising** removed consumers' **personality** from the mere business of **survival**," Lears says, "freeing them for higher things. By widening the sphere of necessity to include...

9/3,K/25 (Item 4 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2004 ProQuest Info&Learning. All rts. reserv.

00526829 91-01173

The New Face of Retail Banking

Duffy, Helene

Bank Management v66n12 PP: 26-37 Dec 1990

ISSN: 0024-9823 JRNL CODE: BAD

...ABSTRACT: s economic uncertainty and with increasing competition for customers among banks and nonbanks, focusing on **market segments** has become a matter of **survival**. Success in this marketplace will require mastering the art of customer retention. This involves identifying...

9/3,K/26 (Item 5 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2004 ProQuest Info&Learning. All rts. reserv.

00339858 86-40272

Magazines: Name of the Game Is Preventing Identity Crises

Kent, Debra

Advertising Age v57n57 PP: S16, S20 Nov 10, 1986

ISSN: 0001-8899 JRNL CODE: ADA

ABSTRACT: A well-timed name change to clarify editorial coverage and **target** a **market** can mean **survival** to a magazine. Examples include: 1. Apartment Life, which became Metropolitan Home when its readership...

9/3,K/27 (Item 6 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2004 ProQuest Info&Learning. All rts. reserv.

00154170 81-24047

Distribution II: The Rejigging Process

Kuhn, Bill

Geyer's Dealer Topics v146n10 PP: 118-119 Oct 1981

ISSN: 0016-948X JRNL CODE: GEY

...ABSTRACT: Dealers must operate by understanding 3 increasingly vital areas in terms of dealer success and **survival** : 1. characteristics of each

market segment of distribution, 2. customer operations, and 3. office needs; what is required for greater productivity...

9/3,K/28 (Item 1 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

13976746 (USE FORMAT 7 OR 9 FOR FULLTEXT)
WIDE CHOICE WILL FRAGMENT MEDIA
Elsa Vorster
BUSINESS DAY (SOUTH AFRICA), p9
November 28, 2000
JOURNAL CODE: FBUD LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 434

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... burst on television or radio. Television and radio channels will look to deliver certain audience **segments** to the **advertiser** at a premium price.

Marketers **survival** will depend on their ability to identify exactly who their consumers are. The better the...

9/3,K/29 (Item 2 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

06275380 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Comment & Analysis: This is an announcement: you will suffer but survive:
The crowds, the heat, the chaos - welcome to the check-in-queue
PETER PRESTON
GUARDIAN
July 19, 1999
JOURNAL CODE: FGDN LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 1152

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... cock-up quarters of an hour so that 'arriving on time' is diminished triumph. The **marketing target** now should be mere **survival**.

I once came back from New Delhi in the middle of a steaming night. Steaming...

9/3,K/30 (Item 3 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

06261727 (USE FORMAT 7 OR 9 FOR FULLTEXT)
This is an announcement: you will suffer but survive: Peter Preston It's
time airlines told us the truth: flying is an endurance test
GUARDIAN
July 19, 1999
JOURNAL CODE: FGDN LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 1152

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... cock-up quarters of an hour so that 'arriving on time' is diminished triumph. The **marketing target** now should be mere **survival**.
I once came back from New Delhi in the middle of a steaming night. Steaming...

9/3,K/31 (Item 4 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

06238380 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Roundtable warns of market damage

SECTION TITLE: News

Mike Ross

NATIONAL BUSINESS REVIEW

July 16, 1999

JOURNAL CODE: WNBR LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 231

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... had changed over time.

New Zealand's sharemarket was only 0.2% of the world **market** and investment **behaviour** was still adjusting to the **relaxation** of foreign exchange controls.

The Roundtable said regulation had a cost. It welcomed a review...

9/3,K/32 (Item 5 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

05808690

The Czech Rolling Stone is ready to roll. But will it rock?

SECTION TITLE: Culture

Michele Legge

PRAGUE POST

March 31, 1999

JOURNAL CODE: WTPP LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 866

... to the new magazine. It's a question of whether Rolling Stone has long-term **survival** prospects, he says. "The **market segment** of expensive magazines is very difficult right now," he adds. The director of one Czech...

9/3,K/33 (Item 6 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

03844269 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Bombay Dyeing retailers get sneak preview

SECTION TITLE: TEXTILES

Sabarinath M

FINANCIAL EXPRESS

December 23, 1998

JOURNAL CODE: WFEX LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 416

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... The company has recently launched two new brands, Princeton and Forest Hills in the premium **segment** of the shirt **market**. Princeton shirts are positioned as **relaxed** formals and are targeted at the office going male in the age group of 25...

9/3,K/34 (Item 1 from file: 476)

DIALOG(R)File 476:Financial Times Fulltext
(c) 2004 Financial Times Ltd. All rts. reserv.

0007563421 BOEIECYAATFT

VW may set up plant in India

REUTER

Financial Times, P 2

Monday, September 5, 1994

DOCUMENT TYPE: NEWSPAPER LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

Word Count: 116

TEXT:

...joint venture in China. Volkswagen is the latest in a string of foreign companies to **target** the Indian car **market** since the government **relaxed** restrictions on foreign investment last year.

9/3,K/35 (Item 2 from file: 476)

DIALOG(R)File 476:Financial Times Fulltext
(c) 2004 Financial Times Ltd. All rts. reserv.

0005546883 B0AJIBGAABFT

Major pleased at European reaction

DAVID BUCHAN

Financial Times, P 1

Tuesday, October 9, 1990

DOCUMENT TYPE: NEWSPAPER LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

Word Count: 465

...s terms of entry but described this as 'not substantial'. He added that he was **relaxed** about sterling's **behaviour** on **markets** yesterday. After its initial surge, it had 'settled down quite pleasantly'.

In the discussion of...

9/3,K/36 (Item 3 from file: 476)

DIALOG(R)File 476:Financial Times Fulltext
(c) 2004 Financial Times Ltd. All rts. reserv.

0003074788 B05HAAMACVFT

Stock Market Restrictions Start To Bite In Bombay

R C MURTHY

Financial Times, Section F2. ED, P 26

Wednesday, July 31, 1985

DOCUMENT TYPE: NEWSPAPER LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

Word Count: 260

...from overheating and driving away investors. The BSE governing board has expressed satisfaction at the **behaviour** of the **market** and plans to **relax** the restrictions at the week-end.

9/3,K/37 (Item 4 from file: 476)
DIALOG(R)File 476:Financial Times Fulltext
(c) 2004 Financial Times Ltd. All rts. reserv.

0002038215 BOCCMANACSFT
International Capital Markets and Companies US Bonds: Market bounds ahead following another unexpected M1 dip
WILLIAM HALL
Financial Times, P 20
Monday, September 12, 1983
DOCUMENT TYPE: NEWSPAPER LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
Word Count: 658

...now that the latter is comfortably within the Fed's 5 to 9 per cent **target** range, **market** analysts may be able to **relax** a little.

The latest figures appear to remove fears that the Fed might be tempted...

9/3,K/38 (Item 1 from file: 634)
DIALOG(R)File 634:San Jose Mercury
(c) 2004 San Jose Mercury News. All rts. reserv.

08359026
WAY OFF TARGET ON IMMIGRANTS
San Jose Mercury News (SJ) - Monday, December 25, 1995
Edition: Morning Final Section: Editorial Page: 6B
Word Count: 487

TEXT:
... dismayed by the insert I found in the Mercury News for the Thanksgiving Day edition. **Target** stores were **advertising** free **survival** kits containing prizes to the first 1,000 customers reporting to their store on Friday...

9/3,K/39 (Item 1 from file: 810)
DIALOG(R)File 810:Business Wire
(c) 1999 Business Wire . All rts. reserv.

0347160 BW135

BANK OF AMERICA KNOTT'S: Bank of America and Knott's Berry Farm launch Hispanic marketing partnership

July 26, 1993

Byline: Business & Entertainment Editors

...allow us to provide the community with basic financial-services information in a fun and **relaxed** venue," said Ennio Quevedo-Garcia, **market** segments manager for Bank of America. "We look forward to an exciting working relationship with Knott..."

9/3,K/40 (Item 1 from file: 635)

DIALOG(R)File 635:Business Dateline(R)
(c) 2004 ProQuest Info&Learning. All rts. reserv.

0659472 96-16314

Malls decked to the walls with shoppers

Crider, Jeff

Press Enterprise-Riverside CA (Riverside, CA, US) sA p1

PUBL DATE: 951125

WORD COUNT: 813

DATELINE: Riverside, CA, US, Pacific

TEXT:

...of the Target in Moreno Valley, said his store was "real busy" Friday morning, when **Target ads** offered a "free holiday **survival kit**", but traffic "died down" during the day.

"I'm hoping for another wave," he...

9/3,K/41 (Item 2 from file: 635)

DIALOG(R)File 635:Business Dateline(R)

(c) 2004 ProQuest Info&Learning. All rts. reserv.

0237927 91-61813

Unexpected Resellers' Bonanza Spurs Phone Firms Into Rate Cuts

Noakes, Susan

Financial Post (Toronto, ONT, Canada), V85 N37 s1 p31

PUBL DATE: 910907

WORD COUNT: 1,135

DATELINE: Canada

TEXT:

...with \$500 a month in calls and up.

Increasingly, it's necessary for resellers to **target** a niche **market** to plot a **survival** path, says Tell Canada president Joe Suguitan. He predicts some resellers will concentrate on offering...

9/3,K/42 (Item 3 from file: 635)

DIALOG(R)File 635:Business Dateline(R)

(c) 2004 ProQuest Info&Learning. All rts. reserv.

0103143 89-27028

Publications Target City's Strong Black Market

McKenna, Jon

Atlanta Business Chronicle (Atlanta, GA, US), V12 N8 s1 p2A

PUBL DATE: 890724

WORD COUNT: 886

DATELINE: Atlanta, GA, US

TEXT:

...have this many new competitors for local black readers, but she is optimistic for their **survival**.

"Within the black **market** are different **segments**," she says. "There are blacks in the middle class and lower class, and within those..."

9/3,K/43 (Item 1 from file: 710)
DIALOG(R)File 710:Times/Sun.Times(London)
(c) 2004 Times Newspapers. All rts. reserv.

05666669

GROWN-UP GLOSS FOR THE MATURE READER'S MARKET

Times of London (TL) - Sunday, February 18, 1990

By: Deirdre Fernand

Section: Features

Word Count: 916

...monthly magazines show generally falling sales.

For Mirabella and whatever comes after, the key to **survival** will be discreet **marketing** : to **target** an age without being ageist, to appeal to an demographic group that does not want...

9/3,K/44 (Item 1 from file: 714)
DIALOG(R)File 714:(Baltimore) The Sun
(c) 2004 Baltimore Sun. All rts. reserv.

06018050

OIL, FUEL PRICES PLUMMET IN WAKE OF ATTACKS TRADERS HAD FEARED SHARP INCREASE

BALTIMORE MORNING SUN Copyright The Baltimore Sun 1991 (BS) - Friday, January 18, 1991

By: Thomas Easton New York Bureau of The Sun

Edition: Final Section: Business Page: 1B

Word Count: 466

...Indeed, other traders suggested that yesterday's session might have been one of the most **relaxed** ones in some time.

"The **market** has been as **emotional** as it could be over the past couple months," said Richard Schaeffer, a trader with...
?

12/3,K/1 (Item 1 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

07501082 Supplier Number: 62976039 (USE FORMAT 7 FOR FULLTEXT)
**The Advertising Council and MTV: Music Television Join Forces To Help
Non-Profits Engage the Next Generation.**
PR Newswire, pNA
June 27, 2000
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 995

... organizing a local neighborhood cleanup, this report is an
invaluable resource for attracting a very **energetic** and hard-working
segment of the population. Ad Council PSAs raise awareness of social
issues -- this report stands to help the non-profits...

12/3,K/2 (Item 2 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

06835978 Supplier Number: 57838125 (USE FORMAT 7 FOR FULLTEXT)
**First Union Exec Unfazed By Loss of the SBA Crown. (John L. Guy Jr. of First
Union Corp.'s small-business lending division; Small Business
Administration ranking) (Statistical Data Included)**
Whiteman, Louis
American Banker, v164, n227, p7
Nov 29, 1999
Language: English Record Type: Fulltext
Article Type: Statistical Data Included
Document Type: Magazine/Journal; Trade
Word Count: 513

... and equipment acquisitions to current SBA-loan borrowers.
"With his extensive experience in this important **market segment** ,
he brings the visionary and **energetic** leadership needed to make First
Union the premier small business financial services provider in the...

12/3,K/3 (Item 3 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

06823143 Supplier Number: 57757043 (USE FORMAT 7 FOR FULLTEXT)
**First Union Names John Guy as President of First Union Small Business
Capital.**
PR Newswire, p0923
Nov 22, 1999
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 324

... potential of First Union and FUSBC," said Pacer. "With his
extensive experience in this important **market segment** , he brings the
visionary and **energetic** leadership needed to make First Union the premier
small business financial services provider in the...

12/3,K/4 (Item 4 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2004 The Gale Group. All rts. reserv.

06812484 Supplier Number: 56917358 (USE FORMAT 7 FOR FULLTEXT)

Booting Up the Menthol.(Marlboro cigarettes)

Beirne, Mike

Brandweek, v40, n39, p1

Oct 18, 1999

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 340

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...fills a crucial gap in the brand's offerings in the \$13 billion menthol-cigarette **segment**. Initial print **ads** capture Mild's **laid - back** cool with a simple image of cowboy boots propped on a table.

12/3,K/5 (Item 5 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2004 The Gale Group. All rts. reserv.

06775925 Supplier Number: 57089264 (USE FORMAT 7 FOR FULLTEXT)

Venture Capital Firms Invest 5.1 Million in Centromine.

PR Newswire, p4554

Nov 2, 1999

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 1384

... Ted Dacko, CEO and President of Centromine. "We have an exceptional product to offer the **behavioral** healthcare **market**, a bright and **energetic** team, satisfied customers, and an impressive group of investors. The opportunity is ripe for an...

12/3,K/6 (Item 6 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2004 The Gale Group. All rts. reserv.

05101066 Supplier Number: 47489017

Di t tique infantile: une attente de praticit et de saveurs

Points de Vente, p34

June 25, 1997

Language: French; NONENGLISH Record Type: Abstract

Document Type: Magazine/Journal; Trade

ABSTRACT:

...this segment's success. For baby food in jars, savoury baby food is the most **energetic segment** on the **market**, with a 13.3% rise in vegetable and meat items. Nestl has introduced a new...

12/3,K/7 (Item 7 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2004 The Gale Group. All rts. reserv.

03119390 Supplier Number: 44253597

La gourmandise des annees 90

Points de Vente, p533, p30

Nov 24, 1993

Language: French; NONENGLISH Record Type: Abstract

Document Type: Magazine/Journal; Trade

ABSTRACT:

...571 tons, down 24.9%. Smooth cheese with fat, but not plain, is the most **energetic segment** of the **market**, with sales of 5,780 tons, up 3.6%. Sales of non-fat smooth white...

12/3,K/8 (Item 8 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2004 The Gale Group. All rts. reserv.

03019954 Supplier Number: 44102028 (USE FORMAT 7 FOR FULLTEXT)

**JEAN PHILIPPE ANNOUNCES ITS ENTRANCE INTO CABLE TV DIRECT RESPONSE
MARKETING WITH THE SIGNING OF**

PR Newswire, p1

Sept 16, 1993

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 285

... our effort to enter this new and exciting market. Her tremendous recognition in the Hispanic **market** and **energetic personality** combined with our value oriented products will further strengthen our ability to increase market share...

12/3,K/9 (Item 9 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2004 The Gale Group. All rts. reserv.

02956883 Supplier Number: 44002401 (USE FORMAT 7 FOR FULLTEXT)

Sole Survivors

Children's Business, v0, n0, p74

August, 1993

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 1814

... Phillips says. Athletic shoes, on the other hand, come in only one width and are **advertised energetically** to all **segments** of the population.

But Phillips does very well with Stride Rite shoes in his Stride...

12/3,K/10 (Item 10 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2004 The Gale Group. All rts. reserv.

02441144 Supplier Number: 43216357 (USE FORMAT 7 FOR FULLTEXT)

Perennially Poised

Chemical Marketing Reporter, pSR16

August 10, 1992

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Tabloid; Trade

Word Count: 1512

... product virtues. The recent introduction of New West by Aramis is an example of image **marketing** or **psychographics** .

The name and youthful, **energetic** theme were created after much study of the mood of California, Arizona and the Pacific...

12/3,K/11 (Item 1 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

07712838 SUPPLIER NUMBER: 16630278 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Carefree expands sloowwly. (Carefree Resorts)

Withiam, Glenn

Cornell Hotel & Restaurant Administration Quarterly, v36, n1, p8(2)
Feb, 1995

ISSN: 0010-8804 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 1003 LINE COUNT: 00076

... by the fact that word of mouth is the chief merchandising method used by the **market segments** sought by **Carefree** (and most other resort operators). "The success of our company weighs heavily on the repeat...

12/3,K/12 (Item 2 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

06735808 SUPPLIER NUMBER: 13294161 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Getting back on track. (family financial planning) (1993 Money Management Guide) (Cover Story)

Brown, Carolyn M.

Black Enterprise, v24, n3, p46(5)
Oct, 1993

DOCUMENT TYPE: Cover Story ISSN: 0006-4165 LANGUAGE: ENGLISH
RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 2704 LINE COUNT: 00226

... Ransoms can no longer afford to wait for referral work. They need to define their **target market** and **energetically** pursue it Such a move is more critical than ever, given California's tumultuous real...

12/3,K/13 (Item 3 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

06688353 SUPPLIER NUMBER: 14237660 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Sole survivors. (children's footwear)

Colman, Gregory J.

Children's Business, v8, n8, p74(3)
August, 1993

ISSN: 0884-2280 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
WORD COUNT: 1892 LINE COUNT: 00143

... Phillips says. Athletic shoes, on the other hand, come in only one width and are **advertised energetically** to all **segments** of the population.

But Phillips does very well with Stride Rite shoes in his Stride...

12/3,K/14 (Item 4 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

06661442 SUPPLIER NUMBER: 13183675 (USE FORMAT 7 OR 9 FOR FULL TEXT)
**JEAN PHILIPPE ANNOUNCES ITS ENTRANCE INTO CABLE TV DIRECT RESPONSE
MARKETING WITH THE SIGNING OF 'CHARYTYN' AS ITS SPOKESPERSON**
PR Newswire, p0712NY072
July 12, 1993
LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
WORD COUNT: 308 LINE COUNT: 00027

... our effort to enter this new and exciting market. Her tremendous recognition in the Hispanic **market** and **energetic personality** combined with our value oriented products will further strengthen our ability to increase market share...

12/3,K/15 (Item 5 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

06226691 SUPPLIER NUMBER: 12545025 (USE FORMAT 7 OR 9 FOR FULL TEXT)
**Perennially poised: manufacturers of men's toiletries are hoping for a move
in a market that has long been considered underdeveloped. (Cosmetic
Chemicals '92)**
Parsons, Stephen F.
Chemical Marketing Reporter, v242, n6, pSR16(2)
August 10, 1992
ISSN: 0090-0907 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 1584 LINE COUNT: 00123

... product virtues. The recent introduction of New West by Aramis is an example of image **marketing** or **psychographics**.

The name and youthful, **energetic** theme were created after much study of the mood of California, Arizona and the Pacific...

12/3,K/16 (Item 6 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

04439896 SUPPLIER NUMBER: 08518154
**Planning for their retirement. (target marketing future retirees;
includes new of Carefree of Colorado's personnel management) (column)**
Thompson, John
RV Business, v41, n5, p58(1)
June 11, 1990
DOCUMENT TYPE: column ISSN: 0744-9569 LANGUAGE: ENGLISH
RECORD TYPE: CITATION

**Planning for their retirement. (target marketing future retirees;
includes new of Carefree of Colorado's personnel management) (column)**

12/3,K/17 (Item 7 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

03882281 SUPPLIER NUMBER: 07407025 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Suppose there's a world 'white goods' war! Buyers turn aggressive as global competition drives them to improve purchased goods quality and cost effectiveness. (includes related articles)

Cayer, Shirley

Purchasing, v106, n4, p56(8)

March 9, 1989

ISSN: 0033-4448

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

WORD COUNT: 3124 LINE COUNT: 00258

... industry was forced to take notice. Companies realized they had to reach out to specific **market segments** more **energetically** if they wanted to stay competitive.

Steel producers admit they had been remiss in this...

12/3,K/18 (Item 1 from file: 636)

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

(c) 2004 The Gale Group. All rts. reserv.

04768841 Supplier Number: 64972927 (USE FORMAT 7 FOR FULLTEXT)

SAATCHI & SAATCHI.

Brand Strategy, p16

July, 2000

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 773

... by Publicis, Alex Benady lays bare the anatomy of the most famous brand in British **advertising**.

Brand **personality**

Brash, **energetic** and unable to take no for an answer, Maurice and Charles Saatchi were the personification...

12/3,K/19 (Item 1 from file: 9)

DIALOG(R)File 9:Business & Industry(R)

(c) 2004 Resp. DB Svcs. All rts. reserv.

2622440 Supplier Number: 02622440 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Booting Up the Menthol

(Marlboro Milds are new Marlboro entry in the \$13 bil menthol cigarette market in the US; Philip Morris will show cowboy-booted feet on a table in ads)

Brandweek, v XXXX, n 39, p 1+

October 18, 1999

DOCUMENT TYPE: Journal ISSN: 1064-4318 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 343

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...fills a crucial gap in the brand's offerings in the \$13 billion menthol-cigarette **segment**. Initial print **ads** capture Mild's **laid-back** cool with a simple image of cowboy boots propped on a table.

The new line...

12/3,K/20 (Item 2 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
(c) 2004 Resp. DB Svcs. All rts. reserv.

1378842 Supplier Number: 01378842 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Growth slowing in UK medicated skincare?
(UK medicated skin care sales seen at UKPd95 mil by 2000, vs UKPd89 mil in 1994; acne remedies and therapeutic moisturizers drive market)
OTC Business News, n 37, p 11
January 10, 1996
DOCUMENT TYPE: Newsletter (United Kingdom)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 572

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:
...7,034 100
Source: Register-MEAL, MarketLine

MarketLine believes therapeutic moisturisers will remain the most
energetic segment of the UK **market** over the next five years.
"Growth in this sector will be due mainly to a...

12/3,K/21 (Item 1 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2004 ProQuest Info&Learning. All rts. reserv.
01375078 00-26065
Acquisition: A capital idea
Anonymous
Successful Meetings v46n2 PP: 130 Feb 1997
ISSN: 0148-4052 JRNL CODE: SMM
WORD COUNT: 93

...TEXT: customers have expressed interest," says Russ "Rusty" Lyon Jr.,
founder and managing general partner of **Carefree** Resorts. The **target**
markets include northern California, Hawaii, Mexico, and the Caribbean.

The company will continue to develop properties...

12/3,K/22 (Item 2 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2004 ProQuest Info&Learning. All rts. reserv.

00630400 92-45340
Cosmetic Chemicals '92 - Men's Toiletries: Perennially Poised
Parsons, Stephen F.
Chemical Marketing Reporter v242n6 PP: SR16, SR20 Aug 10, 1992
ISSN: 0090-0907 JRNL CODE: CHM
WORD COUNT: 1489

...TEXT: product virtues. The recent introduction of New West by Aramis is
an example of image **marketing** or **psychographics**.

The name and youthful, **energetic** theme were created after much study of the mood of California, Arizona and the Pacific...

12/3,K/23 (Item 1 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

11743330 (USE FORMAT 7 OR 9 FOR FULLTEXT)
The Dallas Morning News Robert Miller Column
Robert Miller
KRTBN KNIGHT-RIDDER TRIBUNE BUSINESS NEWS (DALLAS MORNING NEWS - TEXAS)
June 29, 2000
JOURNAL CODE: KDMN LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 787

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... someone organizing a neighborhood cleanup, this report is an invaluable resource for attracting a very **energetic** and hard-working **segment** of the population."

Ad Council public service announcements raise awareness of social issues; this report stands to help the...

12/3,K/24 (Item 2 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

08772430 (USE FORMAT 7 OR 9 FOR FULLTEXT)
First Union Exec Unfazed By Loss of the SBA Crown
AMERICAN BANKER, p7
November 29, 1999
JOURNAL CODE: WAMB LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 498

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... and equipment acquisitions to current SBA-loan borrowers.

"With his extensive experience in this important **market segment**, he brings the visionary and **energetic** leadership needed to make First Union the premier small business financial services provider in the...

12/3,K/25 (Item 1 from file: 95)
DIALOG(R)File 95:TEME-Technology & Management
(c) 2004 FIZ TECHNIK. All rts. reserv.

01026505 E96106136028
New developments and industrial perspectives of crystalline silicon technology for PV
(Aktuelle Entwicklungen und Aussichten fuer Photovoltaik mit kristallinem Silicium)
Ferrazza, F; Margadonna, D
Eurosolare S.p.A., Nettuno, I
13th European Photovoltaic Solar Energy Conf., Proc. of the Internat. Conf., Vol 1, Nice, F, Oct 23-27, 19951995
Document type: Conference paper Language: English
Record type: Abstract
ISBN: 0-9521452-5-1

ABSTRACT:

...industrialization of some important technological steps need to be solved for PV to gain more **segments** of the **energetic market** . In this paper, the state-of-the-art of crystalline silicon technology for PV is...

12/3,K/26 (Item 1 from file: 635)

DIALOG(R)File 635:Business Dateline(R)

(c) 2004 ProQuest Info&Learning. All rts. reserv.

0764759 97-23296

Carefree Resorts sold for \$210M

Luebke, Cathy

Business Journal-Phoenix & the Valley of the Sun (Phoenix, AZ, US), V17 N7
p37

PUBL DATE: 961213

WORD COUNT: 343

DATELINE: Phoenix, AZ, US, Mountain

TEXT:

...40 upscale hotel properties and its investment will provide the resources and flexibility needed or **Carefree** Resorts to expand in **target markets** such as northern California, Hawaii, Mexico and the Caribbean, said Russ Lyon Jr., founder and...

12/3,K/27 (Item 1 from file: 492)

DIALOG(R)File 492:Arizona Repub/Phoenix Gaz

(c) 2002 Phoenix Newspapers. All rts. reserv.

08737190

OLD IDEAS RETOOLED IN LAWN EQUIPMENT

Arizona Republic/Phoenix Gazette (AZ) - Saturday, August 24, 1996

By: Adrian Higgins, Washington Post

Edition: Final Section: AZ Home Page: EV6

Word Count: 445

... But the real interest is in fancy lawn and garden tractors. Baby boomers, the largest **market segment** , are getting older and less **energetic** . In addition, busy two-income families want to get the mowing done more quickly and...

12/3,K/28 (Item 1 from file: 633)

DIALOG(R)File 633:Phil.Inquirer

(c) 2004 Philadelphia Newspapers Inc. All rts. reserv.

05642104

PA. BLUE SHIELD PLANS TO OPERATE CHILD-CARE SITES

PHILADELPHIA INQUIRER (PI) - MONDAY May 21, 1990

By: Gilbert M. Gaul, Inquirer Staff Writer

Edition: FINAL Section: PHILADELPHIA BUSINESS Page: D01

Word Count: 741

... which includes only a few large competitors and many small home-based centers.

Neeson believes **Carefree** can take advantage of that **segmented**

market to gain a foothold quickly in the five-county region. If all goes according to...

12/3,K/29 (Item 1 from file: 640)
DIALOG(R)File 640:San Francisco Chronicle
(c) 2004 Chronicle Publ. Co. All rts. reserv.

10275042

**REILLY STRUGGLES TO GET CAMPAIGN PAST LURID STORY MEDIA'S EYE REMAINS
FOCUSED ON ACCUSATIONS BY BROWN AIDE**

San Francisco Chronicle (SF) - SATURDAY, October 2, 1999
By: John Wildermuth, Chronicle Staff Writer
Edition: FINAL / EAST BAY Section: NEWS Page: A18
Word Count: 697

...as mayor?"

Brown's campaign has been running newspaper and television ads questioning Reilly's **temperament** and **behavior** toward women. An **ad** earlier this month in the Bay Guardian, for example, quoted stories in The Chronicle and ...

12/3,K/30 (Item 1 from file: 713)
DIALOG(R)File 713:Atlanta J/Const.
(c) 2004 Atlanta Newspapers. All rts. reserv.

07669015

YOUR MONEY NOT ALL INVESTORS NEED TO PAY FOR EXPERT ADVICE

Atlanta Constitution (AC) - Friday June 17, 1994
By: William Doyle
Section: BUSINESS Page: E/2
Word Count: 369

TEXT:

... clients to buy shares of no-load mutual funds if they truly understand the financial **markets** and have the **emotional temperament** and patience to avoid the mistakes most no-load investors make.

A lot of investors...
?

File 256:SoftBase:Reviews,Companies&Prods. 82-2004/Feb
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File 475:Wall Street Journal Abs 1973-2004/Mar 22
(c) 2004 The New York Times

? ds

Set	Items	Description
S1	44	PSYCHOGRAPHIC?(3N)(MARKET? OR ADVERT? OR AD OR ADS)
S2	18443	(TARGET OR PERSONALIT? OR EMOTIONAL? OR BEHAVIOUR? OR BEHAVIOR? OR SEGMENT?)(3N)(MARKET? OR ADVERT? OR AD OR ADS)
S3	250	(S1 OR S2)(5N)(SURVIVAL? OR RELAX? OR GROWTH?)
S4	4	(S1 OR S2)(5N)(TEMPERAMENT? OR CAREFREE OR LAID()BACK? OR -HIGH()STRUNG? OR ENERGETIC?)
S5	4	AU=(LEVANON, Y? OR LEVANON Y? OR LOSSOS-SHIFRIN, L? OR LOSSOS-SHIFRIN L?)
S6	215	S3 NOT PY>2000
S7	215	RD (unique items)
S8	4	S7 NOT GROWTH
S9	4	RD (unique items)
S10	4	S4 NOT S9
S11	4	RD (unique items)
S12	0	S5 AND S1
S13	44	S1 NOT (S9 OR S11)
S14	41	S13 NOT PY>2000
S15	41	RD (unique items)
S16	40	S15 NOT GROWTH

9/5/1 (Item 1 from file: 2)
DIALOG(R)File 2:INSPEC
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02404860 INSPEC Abstract Number: C85013142
Title: A multi-step model for new product idea decay
Author(s): Maile, C.A.; Bialik, D.M.
Author Affiliation: Indiana Univ., Fort Wayne, IN, USA
Conference Title: Proceedings of the 16th Annual Meeting of the American
Institute for Decision Sciences p.234
Publisher: American Inst. Decision Sci, Atlanta, GA, USA
Publication Date: 1984 Country of Publication: USA xvii+817 pp.
Conference Date: 5-7 Nov. 1984 Conference Location: Toronto, Ont.,
Canada
Medium: Microfiche
Language: English Document Type: Conference Paper (PA)
Treatment: Theoretical (T)
Abstract: Summary form only given, as follows. The traditional new
product idea decay curve can be modified in the form of a multi-step model
for dividing on the stringency of criteria for new product selection. A
stepwise attrition process is substituted for the smooth curve, and the
entire procedure is targeted toward achieving a predetermined survival rate
for new ideas entering the decay process. **Marketers** can promote this
target survival rate as an indicator of extreme care in their new
product idea generation or selection process.
Subfile: C
Descriptors: marketing
Identifiers: marketing; multistep model; new product idea; decay curve;
attrition process; survival rate; decay process; selection process
Class Codes: C1290D (Economics and business)

9/5/2 (Item 1 from file: 35)
DIALOG(R)File 35:Dissertation Abs Online
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1075018 ORDER NO: AAD89-21193
**THE BEHAVIOR OF FIRMS' MARKET SHARES UNDER CARTEL CONDITIONS: FURTHER
ANALYSIS OF THE JOINT EXECUTIVE COMMITTEE, 1880-1886 (RAILROAD CARTEL)**
Author: LU, LAURA
Degree: PH.D.
Year: 1988
Corporate Source/Institution: STATE UNIVERSITY OF NEW YORK AT STONY
BROOK (0771)
SUPERVISOR: JOHN C. HAUSE
Source: VOLUME 50/06-A OF DISSERTATION ABSTRACTS INTERNATIONAL.
PAGE 1762. 171 PAGES
Descriptors: ECONOMICS, THEORY; EDUCATION, SOCIAL SCIENCES; EDUCATION,
INDUSTRIAL
Descriptor Codes: 0511; 0534; 0521

A symmetric supergame equilibrium of an industry is described in Green
and Porter (1984) and Porter (1983a), where a self-enforcing cartel
agreement can be maintained by reverting to one-period Cournot Nash
equilibrium for a fixed number of periods as "punishment" whenever the
observed market price falls below the trigger price. A low price may signal
either deviations from the collusive output level or a "downward" demand
shock from a stochastic component in the market demand curve. In the model,
firms can observe only their own output level and a common market price.

The dissertation attempts to extend the work of Porter and Green by

studying theoretically and empirically the **behavior** of the firms' **market** shares after **relaxing** the assumption of identical cost functions for the firms, a modification supported by the railroad data. It is assumed that the marginal cost function for firm i is $MC_i = f(q_i/k_i)$ where q_i is the output of firm i , the k_i 's are constants, $k_i > 0$, $\sum k_i = 1$, and $f'(x) > 0$. The firms' market shares vary between the phases of quasi-cooperation and punishment in the Green and Porter model if the k_i 's differ between the firms. The intuition supporting this belief comes from a static analysis of duopoly. The firm with the smaller k_i will have a larger market share under Cournot Nash equilibrium than under joint profit maximization, since the smaller firm will have a larger perceived marginal revenue than the larger firm at the Cournot Nash equilibrium.

A major empirical issue in this study is whether weekly data of the Joint Executive Committee railroad cartel for the 1880s containing five asymmetric cost firms over the simple period show the theoretically expected behavior in the individual firm's market share between the quasi-cooperative and quasi-competitive periods. Some measurements of variability of market share within the two supergame states are undertaken in order to examine more carefully the nature of cartel share behavior in the presence of demand uncertainty. An empirical model is set up for the analysis of market share data in order to understand the relationships between market share, size of firm, and other exogenous variables.

9/5/3 (Item 2 from file: 35)

DIALOG(R) File 35:Dissertation Abs Online

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1061728 ORDER NO: NOT AVAILABLE FROM UNIVERSITY MICROFILMS INT'L.
SOCIAL ORGANIZATION AND SURVIVAL OF THE PIPISTRELLE BAT (PIPISTRELLUS PIPISTRELLUS), AND A COMPARISON OF ADVERTISEMENT BEHAVIOUR IN THREE POLYGYNOUS BAT SPECIES

Author: LUNDBERG, KARIN

Degree: FIL.DR

Year: 1989

Corporate Source/Institution: LUNDS UNIVERSITET (SWEDEN) (0899)

Source: VOLUME 50/03-C OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 457. 88 PAGES

Descriptors: ECOLOGY

Descriptor Codes: 0329

Location of Reference Copy: UNIVERSITY LIBRARY, BOX 3, S-221 00 LUND, SWEDEN

This thesis deals with the mating system, male **advertisement behaviour**, and **survival** of adult pipistrelle bats (*Pipistrellus pipistrellus*). It also describes the mating systems of the Nathusius' pipistrelle (*Pipistrellus nathusii*) and the noctule (*Nyctalus noctula*), and compares the male advertisement behaviour of all three species. The bat populations were studied by means of bat boxes.

The male pipistrelles set up individual territories at special mating grounds around their roost sites, which were found to be the crucial resource governing a male's chances of getting access to females. The mating system is thus a resource defence polygyny. The occurrence of surplus males, non-territorials, indicate that the population density of territorial males at the mating ground is limited by the number of suitable roost sites and the territorial behaviour of residents. To attract females, the pipistrelle male advertises by an enduring songflight display; males spending the most time in advertising were visited by the greatest number of females. The energy invested in advertisement behaviour and harem maintenance by territorial pipistrelle males results in their losing mass,

which may negatively affect their possibilities of accumulating sufficient fat reserves prior to hibernation. This may explain their lower survival rates compared with adult females. As in the pipistrelle bat, males of the Nathusius' pipistrelle and the noctule bat acquire harems by defending roost sites. The advertisement behaviour of the Nathusius' pipistrelle consists of both aerial and sedentary display. In contrast, noctule males, solely advertise sitting at the roost. This interspecific variation is probably related to differences in flight costs and call characteristics.

9/5/4 (Item 1 from file: 583)

DIALOG(R) File 583:Gale Group Globalbase(TM)

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06644327

Chips down for Intel

US: INTEL SUIT TO IMPACT SEMICONDUCTOR ARENA

The Times (TS) 17 Jun 1998 Interface p. 10

Language: ENGLISH

Indications are that the US Federal Trade Commission's (FTC) anti-trust action against Intel earlier in June 1998 will affect the entire semiconductor arena. The action emerges as Intel is facing competitive pressure from Cyrix and AMD, microprocessor manufacturers which are boosting their low-cost PC market share by offering cheaper processors. Forrester Research's computing strategies director, Carl Howe, believes that Intel will have to embrace the low profit **segment** of the **market** to ensure its future **survival** now that it is unable to charge what it pleases for processors. Intel's business strategy and profit may also be impacted should it fail to persuade buyers to switch to faster chips. Meanwhile, International Business Machines' planned US\$ 100mn chip investment initiative is likely to have an impact, given that it will result in customised and less expensive processors - representing a challenge to both Texas Instruments and Intel.

COMPANY: TEXAS INSTRUMENTS; INTL BUSINESS MACHINES; FORRESTER RESEARCH;
AMD; CYRIX; INTEL; US FEDERAL TRADE COMMISSION

PRODUCT: Integrated Circuits (3674IT);

EVENT: Company Reports & Accounts (83); Law & Order (98);

COUNTRY: United States (1USA);

11/5/1 (Item 1 from file: 583)
DIALOG(R) File 583:Gale Group Globalbase(TM)
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06491144
DiZtZtique infantile: une attente de praticitZ et de saveurs
FRANCE: THE BABY FOOD MARKET
Points de Vente (PDV) 25 Jun 1997 p.34
Language: FRENCH

There years ago, Danone introduced chilled baby food on the French market; in 1996 this jumped 45%. This small segment already represents a 6% market share, for a turnover of FFfr 174mn. Materna has introduced a concept of dishes for babies on the chilled foods section, which appears to meet the principal expectations of this market - practicality and awakening the babies' sense of taste. The products which are similar to 'home-made' follow in the taste-awakening trend, which is the reason for this segment's success. For baby food in jars, savoury baby food is the most **energetic segment** on the **market**, with a 13.3% rise in vegetable and meat items. NestlZ has introduced a new line of purZes in brick cartons. These products are ready to use, and are also similar to home-made.

COMPANY: MATERNA; DANONE

PRODUCT: Baby Food (2007);
EVENT: Sales & Consumption (65); Market & Industry News (60);
COUNTRY: France (4FRA);

11/5/2 (Item 2 from file: 583)
DIALOG(R) File 583:Gale Group Globalbase(TM)
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06076778
BUCHES GLACEES: UN MARCHÉ DE MARQUES
FRANCE: 1993 ICE CREAM YULE LOG MARKET
Le Monde du Surgele (XOS) Oct 1994 p.64-66,68
Language: FRENCH

In 1993, the ice cream yule log market came to 9,021 litres, up 2.5%, for FFfr 191mn. It represents 7% of the total volume of ice cream in 1993, and 40% of ice cream sales in the Christmas season. The value of the market is dominated by the ice cream yule logs, with 88.5% of the market share, with 11% for small ice cream yule logs, and 0.5% for Christmas specialities. Upscale products are the most **energetic segment** on the **market**. It represents 61% of the market volume, and 85.9% in value. The one-litre size holds an 81% market share, those larger than one litre with more than 12%, and those under one litre, with 7%. National brands dominate the market. Motta and Gervais lead, with a 22.1% value market share each, followed by Miko with 15%. The lowest-priced products hold 17.3% of the market value. Customers are attracted by standard flavours, with a trend to upscale products. Therefore national brands are moving to better quality. Pear appears to be in fashion this year, to judge by new product launches.

COMPANY: HAAGEN DAZS; PALADINE; MIKO; GERVAIS; MOTTA

PRODUCT: Ice Cream (2024IC);
EVENT: Sales & Consumption (65); Market & Industry News (60);
COUNTRY: France (4FRA);

11/5/3 (Item 3 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)
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06053046

POISSON PANE. L'ENFANT REGNE... MAIS LA MERE PAIE

FRANCE: THE 1993 BREADED FISH MARKET

Lineaires (XOO) Sep 1994 No85, p.138-139

Language: FRENCH

The breaded fish market is slowing down, with a 2% growth in volume at the end of 1993, compared with a 4% rise in April 1993. The market posted a 6.4% drop in value because of an 8% drop in average prices, which affected all **market segments**. Fish sticks are the most **energetic** sector, with a 13.6% rise in volume and a 2.7% rise in value for 1993. However specialities are dropping, down 14.8% in value and down 3.7% in volume, slices are down 7.3% in value and 2.2% in volume. Findus is the market leader with a 35% market share for the period from January 1994 to February 1994, with Captain Iglo (17%) and Servifrais (9%) trailing behind. The private labels hold 26% of the market, and other brands hold 13%. Findus and Captain Iglo are competing in the fish finger sector, where their respective brands now hold 30%. These two producers going into battle over the sliced fish sector, where Findus is still the leader with a 40% market share. This article contains two charts on market development and the breakdown of market shares by brand.

COMPANY: SERVIFRAIS; CAPTAIN IGLO; FINDUS

PRODUCT: Frozen Specialities (2038); Fish Products & Processing (2090FP);

EVENT: Company Reports & Accounts (83); Market & Industry News (60);

COUNTRY: France (4FRA);

11/5/4 (Item 4 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)

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05907545

La gourmandise des annees 90

FRANCE: SOFT WHITE CHEESE AND PETITS SUISSES

Points de Vente (PDV) 24 Nov 1993 No533, p.30-31

Language: FRENCH

Sales of white petits suisses came to 37,309 tons for the twelve months ending August 1993, up 14%, and 68,007 tons of suisses with fruit were sold, up 14%. The white petit suisse market is stimulated by combining them with cereals. The sales of Danone's Petit Pote and Petit Cereales rose 14%. Gervais-Danone dominates the white suisse segment with a 67.6% market share. Danone dominates the flavoured petits suisses and those with fruit with a 39.2% market share, followed by Yoplait with a 23.5% market share. Private labels hold 22.5% of the market volume. Plain white cheese with 20% had a 5.4% rise in sales at 67,510 tons, and plain white cheese with 40% fat had a 3.2% rise in sales at 31,979 tons. Sales of plain white cheese with 10% fat came to 7,571 tons, down 24.9%. Smooth cheese with fat, but not plain, is the most **energetic segment** of the **market**, with sales of 5,780 tons, up 3.6%. Sales of non-fat smooth white cheese came to 42,681 tons, down 3.6%, and soft white cheese with bifidus sold 9,239 tons, down 19.3%. Sales of traditional versions (country-style and in drainers) came to 24,179 tons, up 2.6%, indicating that consumers seek taste. This article includes the market shares for most of the segments.

PRODUCT: Dairy Products NEC (2029);

EVENT: Sales & Consumption (65); Market & Industry News (60);

16/5/1 (Item 1 from file: 2)

DIALOG(R)File 2:INSPEC

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02404872 INSPEC Abstract Number: C85013154

Title: Segmenting the black market: a comparison of approaches

Author(s): Stamps, M.; Tankersley, C.B.

Author Affiliation: Coll. of Bus., Univ. of South Florida, Tampa, FL, USA

Conference Title: Proceedings of the 16th Annual Meeting of the American Institute for Decision Sciences p.263

Publisher: American Inst. Decision Sci, Atlanta, GA, USA

Publication Date: 1984 Country of Publication: USA xvii+817 pp.

Conference Date: 5-7 Nov. 1984 Conference Location: Toronto, Ont., Canada

Medium: Microfiche

Language: English Document Type: Conference Paper (PA)

Treatment: Practical (P)

Abstract: Summary form only given, as follows. Attempts to compare several segmentation approaches-social class, striving index and **psychographics** -using the **black market** in particular. A total of 525 blacks were interviewed by mail and in person. The data were factor and cluster analyzed. The results indicate that regardless of the approach there are significant differences between clusters and these are related to consumption behavior.

Subfile: C

Descriptors: marketing; social sciences

Identifiers: marketing; black market; segmentation approaches; social class; striving index; psychographics; cluster analyzed; consumption behavior

Class Codes: C1290D (Economics and business)

16/5/2 (Item 1 from file: 35)

DIALOG(R)File 35:Dissertation Abs Online

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01726416 ORDER NO: AADAA-I9951157

The use of psychographic profiling to predict marketing professional's success

Author: O'Donnell, William Thomas, Sr.

Degree: Ph.D.

Year: 1999

Corporate Source/Institution: The Union Institute (1033)

Adviser: Mervin Cadwallader

Source: VOLUME 60/11-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 4097. 199 PAGES

Descriptors: BUSINESS ADMINISTRATION, MARKETING ; BUSINESS

ADMINISTRATION, MANAGEMENT ; PSYCHOLOGY, PERSONALITY

Descriptor Codes: 0338; 0454; 0625

During an extensive three-decade marketing leadership career, the author observed that many marketing professional candidates were hired based on "gut" feel rather than any scientific methodology. The author believes that though the use of quantitative psychographics test instruments, it is possible to predict the success factors of marketing professionals.

In order to prove the hypothesis, that there is a significant statistical difference between marketing professionals and the general population, the author developed a multi question survey instrument that addressed the key ingredients of psychographical profiling.

The survey instrument was pre-tested and administered during the period of March 1998 and January 1999 to one-hundred and fifty marketing professionals out of an estimated six thousand marketing professional population in Maricopa County, Arizona (Phoenix metropolitan area). One hundred and twenty-nine survey instruments, or approximately 2.0% of the marketing professional population, were deemed complete enough to use in statistical reduction. The survey instrument included questions on gender, religious affiliation, educational attainment, sibling relationships, ethnic background, and other psychographics categories.

Various statistical methods were used to reduce the data to provide inferential statistics. Chi-squares and the analysis of variances were performed. Coefficients of correlation were calculated. A model with a 95% confidence level, using plus or minus 2.5% variance, was used.

At the conclusion of the survey period, the data was reduced, inferential statistics calculated and inferences drawn. This indicates that there are significant difference between the general population and marketing professionals, which is definite and measurable. It was discovered that marketing professionals in the survey geographical area, are younger, significantly better educated, have higher incomes, and are more religious. It was interesting to note that marketing leaders likely to be an only child or a first born sibling verses a professional sales person who is likely to be a second or third born sibling.

The author believes that additional study at the regional and national level is warranted. To that end, the author has plans to partner with organizations that may be interested in expanding the scope of the current study to include specific industries or professions.

16/5/3 (Item 2 from file: 35)

DIALOG(R)File 35:Dissertation Abs Online

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01573698 ORDER NO: AADMM-16632

A PSYCHOGRAPHIC SEGMENTATION ANALYSIS OF TORONTO PROFESSIONAL SPORTS CONSUMERS (FOOTBALL, BASEBALL, HOCKEY, BASKETBALL)

Author: CARTER, ROBERT HARRY JOHN

Degree: M.SC.

Year: 1997

Corporate Source/Institution: UNIVERSITY OF GUELPH (CANADA) (0081)

Adviser: JOHN LIEFELD

Source: VOLUME 35/05 of MASTERS ABSTRACTS.

PAGE 1185. 143 PAGES

Descriptors: BUSINESS ADMINISTRATION, MARKETING ; PSYCHOLOGY, SOCIAL ; RECREATION

Descriptor Codes: 0338; 0451; 0814

ISBN: 0-612-16632-5

This study was conducted to determine if psychographics could form a basis for segmentation of the Toronto Professional Sports Entertainment Market. A data set was collected using a mail questionnaire from 251 present and intended attendees of the Toronto Argonauts, Blue Jays, Maple Leafs and Raptors. The first objective of this research was to determine if naturally occurring psychographic segments were present. The second objective was to profile these segments based upon information regarding the sports consumer's needs, wants, attitudes, interests, opinions, behaviours and demographics. The third objective was to examine the segments and profiles to create implications for sports **marketers**.

Using **psychographic** dimensions as the basis for segmentation analysis, three segments were successfully identified. These were labeled as Strongly Committed, Weakly Committed and Non-Professional Sports Fans. These groups differed on various dimensions including their attendance

behaviours, attitudes towards barriers to attending games and benefits.

16/5/4 (Item 3 from file: 35)

DIALOG(R)File 35:Dissertation Abs Online

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01193083 ORDER NO: AAD91-35509

MARKETING A MENTAL HEALTH PROGRAM, A CASE STUDY: THE RESOURCE FOR DIVORCING PARENTS

Author: JOHNSON, DORCAS MCDONALD

Degree: ED.D.

Year: 1991

Corporate Source/Institution: THE FIELDING INSTITUTE (0565)

Chair: MALCOLM KNOWLES

Source: VOLUME 52/07-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 2413. 398 PAGES

Descriptors: EDUCATION, GUIDANCE AND COUNSELING; SOCIOLOGY, INDIVIDUAL
AND FAMILY STUDIES; BUSINESS ADMINISTRATION, MARKETING;
SOCIAL WORK

Descriptor Codes: 0519; 0628; 0338; 0452

Psycho-educational programs provide valuable outlets for mental health services, yet many such programs fail to transmit their benefit because they are not marketed effectively.

Based on the literature of social marketing and using the case study methodology of a psycho-educational program developed to improve the divorce transition for divorcing parents and their children, this study describes three in vivo marketing strategies and their results, (1) marketing to referral sources, (2) a demographic survey of potential clients, and (3) a market analysis of potential program clients and the marketing methods derived from this analysis. These strategies are potentially fruitful for other mental health program marketers.

Marketing to referral sources was found to increase the marketer's understanding of the social context and help already available to potential program clients, and gain recognition and networking potential for the program. This study develops a profile of the most promising referral sources that avoid the most frequent difficulties encountered when working with this group.

The second marketing strategy uses a demographic survey to answer the question, "Is there an adequate market for this program?"

Most fruitful results were achieved through use of a **market** analysis that gathered **psychographic** information from in-depth interviews with 10 divorcing/ed mothers and 10 divorcing/ed fathers. Findings from these interviews helped to establish the population not to target for marketing; the gender differences, personality types, situations, concerns, and needs experienced. The benefits wanted by potential clients were discussed, as well as the marketing approaches that are responsive to these facets of marketing. Also discussed were the potential clients' opinions for or against the program, and the qualities that block or enable their use of the program. Findings include the importance to marketing of supportive personal contact, educational marketing methods, a workshop format, and integrating into the program services that are frequently wanted. Marketing methods were derived from the market analysis that fit the preferences and abilities of mental health workers, the characteristics of a mental health program, and the needs of mental health clients. The importance of ethical promotion followed by a competent, effective program is emphasized.

16/5/5 (Item 4 from file: 35)

DIALOG(R)File 35:Dissertation Abs Online

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1069858 ORDER NO: AAD89-18008

THE MARKETING CONCEPT AND HIGHER EDUCATION

Author: KOSSAK, JOHN STANLEY

Degree: ED.D.

Year: 1989

Corporate Source/Institution: BOSTON UNIVERSITY (0017)

MAJOR PROFESSOR: STANLEY M. GRABOWSKI

Source: VOLUME 50/05-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 1179. 273 PAGES

Descriptors: EDUCATION, ADULT AND CONTINUING; BUSINESS ADMINISTRATION,
MARKETING

Descriptor Codes: 0516; 0338

This study was concerned with a two-fold problem: (1) How to correct the erroneous perception that the Marketing Concept is simply a group of "advertising/sales promotion" techniques, and (2) How to introduce the Marketing Concept as a student-oriented, all-pervasive method of governance into the operations of an educational institution.

Using the Marketing Concept, as generally accepted by business and industry, to mean that all the forces and resources of an organization are to be directed toward fulfilling student needs and thus providing customer satisfaction, this study tried to demonstrate that the Marketing Concept is an ideal management method to be adopted and adapted to all collegiate organizations. By using a two-year-long case history of "College X" (a small private college in the metropolitan Boston area) divided into four subsegments, the study narrates and analyses four marketing assignments issued to the "College X" Office of Marketing Development. Each of the assignments involved that Office in groups of activities and administrative functions that go far beyond the scope and role popularly perceived as being marketing activities (namely, beyond the roles of "advertising and sales promotion").

With the support of a literature review, definitions, and organizational charts, the study revealed the inner operations and the inherent difficulties of inculcating Marketing Concept principles while completing the assignments: the inevitable clashing/compromising that takes place when ideals and realities confront each other.

Major conclusions of the study include: The process of changing from a totally production-oriented institution to one that is principally student-oriented is difficult and arduous, only to be accomplished gradually. Frequently, the fiscal, political and psychological considerations and forces at an institution make it very difficult to attain a total change in orientation concepts. In times of demographic/**psychographic** changes affecting student **markets** and therefore presenting definite threats to the survival of an institution, educational administrations should look to the principles and ideals of the Marketing Concept. While the challenge of translating the Marketing Concept from business to an educational ambience must overcome certain innate hurdles, experimenting with timely formulations of the "marketing mix" should ultimately provide educational institutions with practical solutions to operational and administrative governance problems.

16/5/6 (Item 5 from file: 35)

DIALOG(R)File 35:Dissertation Abs Online

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0990416 ORDER NO: AAD88-10353

**A TEST OF THE ABILITY OF ADVERTISING PSYCHOGRAPHIC RESEARCH TO PREDICT
SELF-CONCEPT**

Author: DE BONIS, J. NICHOLAS
Degree: PH.D.
Year: 1987
Corporate Source/Institution: THE UNIVERSITY OF TENNESSEE (0226)
Source: VOLUME 49/04-A OF DISSERTATION ABSTRACTS INTERNATIONAL.
PAGE 0882. 180 PAGES
Descriptors: BUSINESS ADMINISTRATION, MARKETING
Descriptor Codes: 0338

Psychographic research relies on "homemade" instruments to tap into relevant aspects of a respondent's activities, interests and opinions (AIO variables) which it is commonly assumed can be interpreted as a manifestation of the individual's self concept. Copywriters use this information to select appropriate appeals for an **advertising** campaign. **Psychographic** research also assumes that self is a multi-dimensional construct consisting of subselves.

If the AIO responses are a manifestation of the self concept, a psychographic profile should predict the self and subselves measured by a standardized psychological scale.

A psychographic inventory (PI) and the widely-used Tennessee Self Concept Scale (TSCS) were administered to a sample of 194 university students. The PI was analyzed by factor and cluster analyses to obtain segments. Nineteen predictions were made based on analysis of the PI responses as to how the respective clusters would load on the TSCS subscales.

The clusters differed significantly from the sample population in only four of the predicted linkages, suggesting that the PI failed to adequately identify the self concept or the subselves.

16/5/7 (Item 6 from file: 35)

DIALOG(R)File 35:Dissertation Abs Online
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0962991 ORDER NO: AAD87-12476

PRINT ADVERTISEMENTS DIRECTED TOWARD THE GENERAL POPULATION AND THE BLACK POPULATION OF THE UNITED STATES FOR THE YEARS 1965, 1975, AND 1985: A COMPARATIVE STUDY

Author: CALVIN, JAMES
Degree: PH.D
Year: 1987
Corporate Source/Institution: NEW YORK UNIVERSITY (0146)
Source: VOLUME 48/06-A OF DISSERTATION ABSTRACTS INTERNATIONAL.
PAGE 1346. 275 PAGES
Descriptors: MASS COMMUNICATIONS
Descriptor Codes: 0708

The Problem. The purpose of this study was to determine the pictorial and graphic characteristics and/or tendencies similarities in selected general and black-oriented print advertisements.

Method. A review of the historical literature pertinent to the simultaneous stylistic development of general and black-oriented print advertising in the focus years of the study 1965, 1975, and 1985, yielded significant data that was further distilled into a synoptic view of events that influenced general and black-oriented print advertising. Then, four sets of comparable general and black-oriented print advertisement examples were identified and selected from two national general interest magazines: Life magazine aimed at the general population, and Ebony magazine aimed at black Americans. Next, a pictorial and graphic characteristics and/or tendencies identification and analysis model was created and used to gather characteristic and tendency data in the observed general and black-oriented

print advertisement examples. This collected data was compared, analyzed and assessed and then distilled into a synoptic characteristic and/or tendency description of the selected general and black-oriented print advertisement examples. Finally, the synoptic view based upon the reviewed pertinent literature, and the synoptic view based upon analyzed and compared pictorial and graphic characteristics and/or tendencies observed in the selected print advertisement examples, became the data reported as the findings of this study.

Results. The preceding synoptic data suggested the following: First, that both general and black-oriented print advertising were affected by the same external and internal stimuli on and within the advertising industry such as the Civil Rights and Women's Movements, adverse economic factors, **advertisement** reconceptualization (**psychographics** replacing demographics), consumerism, the changing structure of advertising agencies and technological advancements in the design and printing of advertisements. Second, that the compared and analyzed general and black-oriented print advertisement examples were generally the same graphically, but different pictorially in themes presented. Finally, that black-oriented print advertising has become an increasingly vital segment of the total advertising picture in the United States, as has minority advertising in general.

The study concluded that a consortium of general and black-oriented advertising agency leaders needs to be developed, implemented and maintained to affect a more equitable advertising process. (Abstract shortened with permission of author.)

16/5/8 (Item 7 from file: 35)

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924206 ORDER NO: AAD86-07011

ACADEMIC RECRUITMENT OF CAREER/RETIREMENT CHANGERS INTO THE FIELD OF EDUCATION: A PSYCHOGRAPHIC ANALYSIS FOR MARKETING STRATEGY

Author: DELANEY, CATHERINE TRAPOLINO

Degree: ED.D.

Year: 1985

Corporate Source/Institution: UNIVERSITY OF HOUSTON (0087)

Source: VOLUME 47/05-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 1619. 197 PAGES

Descriptors: EDUCATION, HIGHER

Descriptor Codes: 0745

In its search for excellence, the American education system is emphasizing academic recruitment (Pipho, 1984). One source of talented prospective teachers for the field of education is career changers and retirees from business, industry, and professional services (Hutchinson, 1984). This reservoir of degreed persons is one of the target markets for academic recruitment. Academic **marketers** use **psychographic** information.

Psychographics covers a wide range of descriptors including activities, interests, opinions, values, attitudes, and personality traits (Robertson, 1984). Psychographic information improves the academic marketer's ability to know the target market, to communicate effectively with the best candidates, and to recruit them (Wells, 1975).

Currently, there is a dearth of information on individuals who have redirected their careers or retired into the field of education. This study is the first in a series that would be needed to provide descriptive information about these educators. With these studies, the educators in conjunction with business, industry, and the professional services would be able to include these individuals when planning, developing, and implementing academic recruitment programs.

The construction of the psychographic profile was guided by adult development theory, career change process, concepts and strategies of retirement, and the principles and application of psychographic analysis. The population for this study was educators who have redirected their careers or retirement into the field of education from business, industry, and professional fields other than education and are currently employed in a k-12 school in Texas. The sample was small (n = 37) due to the number of participants who could be found in the schools who met the criteria during the three month selection period.

The results of this study provide a profile of the mean score per item and histograms on each item which include the frequency scores, response percentages, mean score, and the standard deviation. After examining the factor analyses a criterion of .55 yielded nineteen descriptive factors on the five groups. If the study is replicated and/or the results are used, the small sample, the **ad hoc** nature of **psychographics**, and factor analysis should be considered and generalizations to other populations are not indicated. (Abstract shortened with permission of author.)

16/5/9 (Item 8 from file: 35)

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910010 ORDER NO: AAD86-06037

AN EMPIRICAL INVESTIGATION OF ELDERLY CONSUMER MARKET SEGMENTS BASED ON INFORMATION USAGE AND ADVERTISING ATTITUDES

Author: DAVIS, BRIAN

Degree: PH.D.

Year: 1985

Corporate Source/Institution: UNIVERSITY OF GEORGIA (0077)

Source: VOLUME 47/01-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 244. 135 PAGES

Descriptors: BUSINESS ADMINISTRATION, MARKETING

Descriptor Codes: 0338

This study utilized cluster analysis to define and describe three clusters on the basis of variables relating to information usage and attitudes toward **advertising**. **Psychographic** profiles of these groups were developed using factor analysis on variables relating to attitudes, interests, and opinions. Analysis of variance and cross-tabulations were performed to examine differences between groups on variables relating to media usage. A validity check using a different hierarchical clustering program was performed. A separate set of data was used in an attempt to replicate the clusters and media findings discovered in the original data.

Results indicated that information usage and attitudes toward advertising are a useful means for differentiating the elderly market. Segments thus defined were found to be significantly related to both print and broadcast media usage. Results of the replication study supported the existence of these segments and most of the print and broadcast media usage differences originally found. Replicated differences between groups were found with respect to use of newspapers, use of comedy television, and use of news television. Advertising implications are discussed and directions for future avenues of research are suggested.

16/5/10 (Item 9 from file: 35)

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793270 ORDER NO: AAD82-26066

THE RELATIVE UTILITY OF SOCIODEMOGRAPHICS, PSYCHOGRAPHIC SCALES AND BENEFIT SCALES FOR SEGMENTING PLEASURE VACATION TRAVEL MARKETS

Author: BONN, MARK ANDREW

Degree: PH.D.

Year: 1982

Corporate Source/Institution: TEXAS A&M UNIVERSITY (0803)

Source: VOLUME 43/06-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 2096. 199 PAGES

Descriptors: RECREATION

Descriptor Codes: 0814

This study examined the utility of sociodemographics, psychographic scales, and benefit scales for segmenting pleasure vacation travel markets. This study was undertaken because relevant travel and tourism literature has paid little attention to the segmentation of vacation travel **markets** using sociodemographics, **psychographic** scales, and benefit scales as a multi-criteria approach.

Vacationers were examined in reference to the following: (1) Light, medium, and heavy vacationers; (2) Non, light, and heavy guided tour vacationers; (3) Non, light, and heavy international vacationers; (4) Non and light special purpose international vacationers.

The study identified twelve underlying psychographic dimensions specific to pleasure vacations. An analysis of the benefit items suggested six underlying benefit dimensions specific to pleasure vacations.

Results suggested that psychographic scales were more useful in identifying differences with the general pleasure vacation travel market than benefit scales. Both psychographic scales and benefit scales were able to effectively identify differences among guided tour, international, and special purpose international vacationers.

Tests of discriminatory power indicated that psychographic scales were more useful tools than benefit scales for segmenting specific pleasure vacation groups. Psychographic scales were found to be better discriminators for the specific groups of guided tour vacationers and special purpose international vacationers.

One objective of this study was to determine the ability of selected sociodemographic characteristics to identify differences within psychographic profiles and benefit profiles of vacationers. The variables of age and stage in family life cycle were found to identify more differences within psychographic profiles and benefit profiles than the variables of sex and income.

Through this study a greater understanding of a specific pleasure vacation market in Texas has been achieved. This study encourages the utilization of the multi-criteria approach to travel research involving market segmentation. Implications of the findings are discussed in terms of providing travel package businesses and tourist destination managers with information that may be useful in the design of new market strategies.

16/5/11 (Item 10 from file: 35)

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627313 ORDER NO: AAD78-13303

THE ELDERLY CONSUMER MARKET : A PSYCHOGRAPHIC SEGMENTATION STUDY.

Author: FELA, LEONARD JOHN

Degree: PH.D.

Year: 1977

Corporate Source/Institution: SYRACUSE UNIVERSITY (0659)

Source: VOLUME 39/02-A OF DISSERTATION ABSTRACTS INTERNATIONAL.
PAGE 1070. 200 PAGES
Descriptors: MARKETING
Descriptor Codes: 0338

16/5/12 (Item 11 from file: 35)

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619687 ORDER NO: AAD78-06021

**INTERCULTURAL AND INTRACULTURAL DIFFERENCES IN DEMOGRAPHIC AND
PSYCHOGRAPHIC MARKET SEGMENTATION.**

Author: MITCHELL, IVOR SYDNEY

Degree: PH.D.

Year: 1977

Corporate Source/Institution: UNIVERSITY OF GEORGIA (0077)

Source: VOLUME 38/11-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 6901. 406 PAGES

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16/5/13 (Item 12 from file: 35)

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604042 ORDER NO: AAD77-25124

**AN EXPLORATORY STUDY OF THE UTILITY OF PSYCHOGRAPHIC AND LIFE-STYLE
MARKET RESEARCH FOR MAKING PROGRAM- AND PROMOTION-RELATED DECISIONS IN
ADULT CONTINUING EDUCATION.**

Author: RINELLA, SALVATORE DAVID

Degree: PH.D.

Year: 1977

Corporate Source/Institution: GEORGE PEABODY COLLEGE FOR TEACHERS (0074)

Source: VOLUME 38/05-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 2486. 141 PAGES

Descriptors: EDUCATION, ADULT

Descriptor Codes: 0516

16/5/14 (Item 13 from file: 35)

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454781 ORDER NO: AAD73-04083

**A STUDY OF THE FEASIBILITY OF USING PSYCHOGRAPHIC DATA IN IDENTIFYING
MARKET TARGETS**

Author: WILKINS, JAMES HAL

Degree: D.B.A.

Year: 1972

Corporate Source/Institution: TEXAS TECH UNIVERSITY (0230)

Source: VOLUME 33/08-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 3883. 205 PAGES

Descriptors: BUSINESS ADMINISTRATION

Descriptor Codes: 0310

16/5/15 (Item 1 from file: 65)

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02288785 INSIDE CONFERENCE ITEM ID: CN023979253

Cross-Cultural Values Research: Implications for International Advertising

Rose, G. M.

CONFERENCE: Advertising and consumer psychology: Values, lifestyles, and psychographics-Annual conference

P: 389-400

Mahwah, N.J., L. Erlbaum, 1997

ISBN: 0805814965

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DESCRIPTORS: **advertising** ; consumer psychology; **psychographics**

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Transferability of the Concept of Environmental Awareness Within the EUROSTYLES System Into Tourism Marketing

Zins, A. H.

CONFERENCE: Advertising and consumer psychology: Values, lifestyles, and psychographics-Annual conference

P: 369-388

Mahwah, N.J., L. Erlbaum, 1997

ISBN: 0805814965

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The Edge of Dream: Managing Brand Equity in the European Luxury Market

Weber, D.; Dubois, B.

CONFERENCE: Advertising and consumer psychology: Values, lifestyles, and psychographics-Annual conference

P: 355-368

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ISBN: 0805814965

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Food-Related Lifestyle: Development of a Cross-Culturally Valid Instrument for Market Surveillance

Grunert, K. G.; Brunsoe, K.; Bisp, S.

CONFERENCE: Advertising and consumer psychology: Values, lifestyles, and psychographics-Annual conference
P: 337-354

Mahwah, N.J., L. Erlbaum, 1997

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The Adult Longitudinal Panel: A Research Program to Study the Aging Process and Its Effect on Consumers Across the Life Span

Lepisto, L. R.

CONFERENCE: Advertising and consumer psychology: Values, lifestyles, and psychographics-Annual conference
P: 317-336

Mahwah, N.J., L. Erlbaum, 1997

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The Benevolent Society: Value and Lifestyle Changes Among Middle-Aged Baby Boomers

Muller, T. E.

CONFERENCE: Advertising and consumer psychology: Values, lifestyles, and psychographics-Annual conference
P: 299-316

Mahwah, N.J., L. Erlbaum, 1997

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Change Leaders and New Media

MacEvoy, B.
CONFERENCE: Advertising and consumer psychology: Values, lifestyles, and
psychographics-Annual conference
P: 283-298
Mahwah, N.J., L. Erlbaum, 1997
ISBN: 0805814965
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The New Materialists

Chiagouris, L.; Mitchell, L. E.
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P: 263-282
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ISBN: 0805814965
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Gender Role Changes in the United States

Cafferata, P.; Horn, M. I.; Wells, W. D.
CONFERENCE: Advertising and consumer psychology: Values, lifestyles, and
psychographics-Annual conference
P: 249-262
Mahwah, N.J., L. Erlbaum, 1997
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Using Attitudinal Segmentation to Target the Consumer

O'Connor, I. J.

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P: 231-248

Mahwah, N.J., L. Erlbaum, 1997

ISBN: 0805814965

LANGUAGE: English DOCUMENT TYPE: Conference Papers

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The Use of Psychographics by Advertising Agencies: An Issue of Value and Knowledge

Gould, S. J.

CONFERENCE: Advertising and consumer psychology: Values, lifestyles, and psychographics-Annual conference

P: 217-230

Mahwah, N.J., L. Erlbaum, 1997

ISBN: 0805814965

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A Causal Analysis of Means-End Hierarchies: Implications in Advertising Strategies

Valette-Florence, P.

CONFERENCE: Advertising and consumer psychology: Values, lifestyles, and psychographics-Annual conference

P: 199-216

Mahwah, N.J., L. Erlbaum, 1997

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Developing Useful and Accurate Customer Profiles

Wansink, B.

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P: 183-198

Mahwah, N.J., L. Erlbaum, 1997

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"Seeing With the Mind's Eye": On the Use of Pictorial Stimuli in Values and Lifestyle Research

Grunert-Beckmann, S. C.; Askegaard, S.

CONFERENCE: Advertising and consumer psychology: Values, lifestyles, and psychographics-Annual conference

P: 161-182

Mahwah, N.J., L. Erlbaum, 1997

ISBN: 0805814965

LANGUAGE: English DOCUMENT TYPE: Conference Papers

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DESCRIPTORS: **advertising** ; consumer psychology; **psychographics**

16/5/29 (Item 15 from file: 65)

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Issues Involving the Relationship Between Personal Values and Consumer Behavior: Theory, Methodology, and Application

Shrum, L. J.; McCarty, J. A.

CONFERENCE: Advertising and consumer psychology: Values, lifestyles, and psychographics-Annual conference

P: 139-160

Mahwah, N.J., L. Erlbaum, 1997

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LANGUAGE: English DOCUMENT TYPE: Conference Papers

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DESCRIPTORS: **advertising** ; consumer psychology; **psychographics**

16/5/30 (Item 16 from file: 65)

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Maslow's Hierarchy and Social Adaptation as Alternative Accounts of Value Structures

Kahle, L. R.; Homer, P. M.; O'Brien, R. M.; Boush, D. M.

CONFERENCE: Advertising and consumer psychology: Values, lifestyles, and psychographics-Annual conference

P: 111-138

Mahwah, N.J., L. Erlbaum, 1997

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LANGUAGE: English DOCUMENT TYPE: Conference Papers

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DESCRIPTORS: **advertising** ; consumer psychology; **psychographics**

16/5/31 (Item 17 from file: 65)

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Value and Values: What Is the Relevance for Advertisers?

Fen Nell, G.

CONFERENCE: Advertising and consumer psychology: Values, lifestyles, and psychographics-Annual conference

P: 83-110

Mahwah, N.J., L. Erlbaum, 1997

ISBN: 0805814965

LANGUAGE: English DOCUMENT TYPE: Conference Papers

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DESCRIPTORS: **advertising** ; consumer psychology; **psychographics**

16/5/32 (Item 18 from file: 65)

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02288768 INSIDE CONFERENCE ITEM ID: CN023979087

Advertising, Values, and the Consumption Community

Prensky, D.; Wright-Isak, C.

CONFERENCE: Advertising and consumer psychology: Values, lifestyles, and psychographics-Annual conference

P: 69-82

Mahwah, N.J., L. Erlbaum, 1997

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DESCRIPTORS: **advertising** ; consumer psychology; **psychographics**

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02288767 INSIDE CONFERENCE ITEM ID: CN023979071

The Value of Understanding the Influence of Lifestyle Trait Motivations on Consumption Beliefs

Murry, J. P.; Lastovicka, J. L.; Austin, J. R.

CONFERENCE: Advertising and consumer psychology: Values, lifestyles, and psychographics-Annual conference

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DESCRIPTORS: **advertising** ; consumer psychology; **psychographics**

16/5/34 (Item 20 from file: 65)

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Where Perception Meets Reality: The Social Construction of Lifestyles

Englis, B. G.; Solomon, M. R.

CONFERENCE: Advertising and consumer psychology: Values, lifestyles, and psychographics-Annual conference

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DESCRIPTORS: **advertising** ; consumer psychology; **psychographics**

16/5/35 (Item 21 from file: 65)

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02288765 INSIDE CONFERENCE ITEM ID: CN023979050

A Strategic Framework for Developing and Assessing Political, Social Issue, and Corporate Image Advertising

Reynolds, T. J.; Westberg, S. J.; Olson, J. C.

CONFERENCE: Advertising and consumer psychology: Values, lifestyles, and psychographics-Annual conference

P: 3-24

Mahwah, N.J., L. Erlbaum, 1997

ISBN: 0805814965

LANGUAGE: English DOCUMENT TYPE: Conference Papers

CONFERENCE EDITOR(S): Kahle, L. R.; Chiagouris, L.

CONFERENCE LOCATION: New York, NY 1997 (199700) (199700)

BRITISH LIBRARY ITEM LOCATION: 98/09529

DESCRIPTORS: **advertising** ; consumer psychology; **psychographics**

16/5/36 (Item 22 from file: 65)

DIALOG(R)File 65:Inside Conferences

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02250465 INSIDE CONFERENCE ITEM ID: CN023563619

Analysis and Applications of Psychographic Measures to Marketing Practices: A Review

Edris, T. A.

CONFERENCE: Marketing Vol 1-Past, present and future

P: 163-179

(n.p), (1988)

ISBN: 0905434013

LANGUAGE: English DOCUMENT TYPE: Conference In 3 volumes

CONFERENCE EDITOR(S): Robinson, T.; Clarke-Hill, C.; Saunders, J.

CONFERENCE SPONSOR: Huddersfield Polytechnic Marketing Education Group

CONFERENCE LOCATION: Huddersfield

CONFERENCE DATE: Jul 1988 (198807) (198807)

BRITISH LIBRARY ITEM LOCATION: 96/24212-14 Marketing

DESCRIPTORS: marketing; marketing education

16/5/37 (Item 1 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.

(c) 2003 EBSCO Pub. All rts. reserv.

00036827 8221165

Mailing lists: how computer stores get your name

Dvorak, John

InfoWorld , Jun 28 1982 , v4 n25 p40-42, 2 pages

ISSN: 0199-6649

Languages: English

Document Type: Article

Geographic Location: United States

Discusses the renting of mailing lists by computer stores in an effort to attract new customers. Notes how the **marketing** technique of "**psychographic** targeting" has replaced the older demographic methods of preparing a mailing list.

Descriptors: *Mail List; *Retailing; *Marketing

16/5/38 (Item 1 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)

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09352860

Shapre eAdvant plans IPO, doemstic listing

INDIA: SHAPRE EADVANT EYES LOCAL LISTING

Economic Times (YZY) 16 Aug 2000 p.7

Language: ENGLISH

In its race to have a listing on the local bourses in India, Shapre eADvant is contemplating to adopt the book building way. In due course, the firm which is to provide targeted online advertisement will initiate an initial public offering (IPO) scheme. Shapre eADvant is co-owned equally by UK-based eADvant and India's multimedia and information technology firm, Shapre Global. The Indian firm will provide Internet-based back office support and logistics, multimedia capacities as well as software services. Some US\$ 2.5 mn is being infused in Shapre eADvant by Shapre Global. The joint venture will focus its efforts on opt-in database **psychographic** profiling, **market** research and advertising firms. This was disclosed by Shapre Global's managing director cum chairperson, R Nagaraj Sharma.

COMPANY: EADVANT; SHAPRE GLOBAL; INTERNET; SHAPRE EADVANT

EVENT: Planning & Information (22);

COUNTRY: India (9IND);

16/5/39 (Item 1 from file: 474)

DIALOG(R)File 474:New York Times Abs

(c) 2004 The New York Times. All rts. reserv.

00871017 NYT Sequence Number: 056769780317

Manhattan Cable TV programming vp Keven Wilder and ad coordinator Karen Dzikowski credit Katz ad agency for firm's best advertising year. Katz uses psychographic and life-style approach to advertising. Manhattan Cable's ad rates and types of time available mentioned (S).)

DOUGHERTY, PHILIP H

New York Times, Col. 4, Pg. 9, Sec. 4

Friday March 17 1978

DOCUMENT TYPE: Newspaper JOURNAL CODE: NYT LANGUAGE: English

RECORD TYPE: Abstract

COMPANY NAMES: KATZ AGENCY INC; MANHATTAN CABLE TELEVISION CORP

DESCRIPTORS: ADVERTISING (TIMES COLUMN); ADVERTISING; RATES

PERSONAL NAMES: DOUGHERTY, PHILIP H; WILDER, KEVEN; DZIKOWSKI, KAREN

16/5/40 (Item 2 from file: 474)

DIALOG(R)File 474:New York Times Abs

(c) 2004 The New York Times. All rts. reserv.

00559025 NYT Sequence Number: 126055741205

(Amer Mktg Assn NY chap conf on Dec 3 discusses unpackaged goods. Holds seminar on psychographics. AT&T mktg mgr A Marvin Roscoe discusses application of psychographics to mktg problems. Defines psychographics as 'measure of an attitude along a psychological dimension'. Says public attitude toward AT&T is very favorable aside from a few big cities like NY. Says attitude is favorable in Washington, except for Justice Dept (S).)

SLOANE, LEONARD

New York Times, Col. 4, Pg. 83

Thursday December 5 1974

DOCUMENT TYPE: Newspaper JOURNAL CODE: NYT LANGUAGE: English

RECORD TYPE: Abstract

COMPANY NAMES: AMERICAN TELEPHONE & TELEGRAPH CO INC (AT&T); BELL

TELEPHONE LABORATORIES INC; MARKETING ASSN, AMERICAN; WESTERN ELECTRIC CO INC

DESCRIPTORS: ANTITRUST ACTIONS AND LAWS; **MARKETING** AND MERCHANDISING;

3/9/29 (Item 16 from file 15)
DIALOG(R) File 15:ABI/Inform(R)
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00226939 84-05500

Fine-Tune Creative Executions with 'Psychological Review'

Nathanson-Moog, Carol

Marketing News v18n1 (Part 2) PP: 4-5 Jan 6, 1984 CODEN: MKNWAT ISSN:

0025-3790 JRNL CODE: MNW

DOC TYPE: Journal article LANGUAGE: English LENGTH: 2 Pages

ABSTRACT: A psychological review of a print or broadcast advertisement by a psychologist with experience in clinical and marketing research can help identify problems in creative execution and can fine-tune the ad's impact. The review assesses how effectively the creative execution addresses the **marketing** goals and the **target** consumer's **personality** by an analysis of unconscious psychological implications from color, copy, setting, pacing, and choice of model. Consumers respond more favorably to ads that present a unified, consistent message. A psychological review of an ad will: 1. increase the security that the ad will not offend certain groups, 2. ensure that it will reach the intended consumers in the intended way, 3. identify problems in the development process before large production costs are incurred, 4. provide an interpretive link between the creative and research departments, 5. provide a psychological rationale to the client for the ad's effectiveness as a communication device, and 6. help sell the product. Illustrations.

DESCRIPTORS: Advertising; Psychological; Impacts; Psychological aspects;
Reviews

CLASSIFICATION CODES: 7200 (CN=Advertising)

3/9/78 (Item 1 from file 435)
DIALOG(R) File 435: Art Abstracts
(c) 2004 The HW Wilson Co. All rts. reserv.

0563824 H.W. WILSON RECORD NUMBER: BART99018612

What about the future?

International Textiles (Int Text) no803 (May 1999) p. 62

DOCUMENT TYPE: Feature Article

ISSN: 0020-8914 LANGUAGE: English

RECORD STATUS: Corrected or revised record

ABSTRACT: Two summaries of issues addressed at the Future Focus '99 conference hosted recently by the Fashion Institute of Technology in New York. future. The first presents the results of an international survey that identifies five consumer groups with differing priorities. The second focuses on four consumer **personality** types identified by Ann A. Fishman, President of Generational- **Targeted Marketing** Corp., who specializes in understanding how each generation sends and receives messages and helps companies reach their target markets successfully.

DESCRIPTORS:

Clothing industry -- Conferences; Clothing industry -- Marketing

3/9/73 (Item 1 from file: 160)
DIALOG(R) File 160:Gale Group PROMT(R)
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00987536

A 'psychological review' of an ad's personality helps fine-tune advertising impact, according to C Nathanson-Moog of Creative Focus (Bala Cynwyd, PA).

Marketing News January 6, 1984 p. s4,51

Before conducting traditional ad research, a psychological review of an ad can identify and help correct problems in creative execution. A psychological review provides an interpretive link between marketing research data and creative solutions. It can consider how effectively the creative execution addresses the **marketing** goals and the **target** consumer's **personality** by a thorough analysis of the unconscious psychological implications of nuances in copy, color, pacing, choice of model, gestures, setting, etc. Ads frequently convey unintended psychological messages in copy or graphics which consumers respond to on an unconscious level. These inconsistent messages can seriously undermine an ad's credibility and effectiveness. A discrepancy between how an ad looks and what it says can be conceptualized as a kind of personality conflict. A psychological review also provides perspective on how people react to what they see, what makes them feel good, and what makes them predisposed to buy a product or service. Article presents examples of psychological reviews.

PRODUCT: *Advertising Management NEC (9914209)
EVENT: *Marketing Procedures (24)
COUNTRY: *United States (1USA)

2/9/3 (Item 1 from file: 148)
DIALOG(R) File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

05800670 SUPPLIER NUMBER: 11926554 (THIS IS THE FULL TEXT)
**Testing products at the Hilton. (Snunit Advancement of Systems and
Technologies Ltd. opens Business Breakthrough Center, showroom at Hilton
Hotel, Tel Aviv, Israel)**
Israel Business Today, v6, n263, p13(1)
Feb 7, 1992
LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
WORD COUNT: 205 LINE COUNT: 00016

TEXT:

An estimated mere five percent of new products and patents that reach the market actually succeed. In order to improve a product's chances in the marketplace, a showroom (called Business Breakthrough Center) has recently opened in the Tel Aviv Hilton. It is operated by Snunit Advancement of Systems and Technologies Ltd, which provides a wide variety of aid to the entrepreneur. The center is the brainchild of Managing Director, Dr. **Yoram Levanon**, who in affiliation with Ziv Consulting and Training has done marketing consultations for over 20 years. Co-sponsored by the Tel Aviv Hilton, Visa Israel and Israel Discount Bank, the center has three basic functions. First it finds and evaluates potential products, providing whatever technical or marketing advice that may be needed. Secondly, it exhibits the products and supervises the initial meetings of interested parties thereby creating a favorable climate for the product. The third function is to promote sales through all appropriate means.

The exhibition center is divided into an area for finished products and an area for products still under development. Only serious investors who sign a confidentiality agreement will be given information about the product that is on display.

COPYRIGHT 1992 Israel Business Communications

COMPANY NAMES: Snunit Advancement of Systems and Technologies Ltd.--
Management
INDUSTRY CODES/NAMES: INTL Business, International
DESCRIPTORS: Sales promotions--Management; Services industry--Management
SIC CODES: 8999 Services, not elsewhere classified
FILE SEGMENT: TI File 148

2/9/5 (Item 1 from file: 750)
DIALOG(R)File 750:Emerging Mkts & Middle East News
(c) 2004Dialog Corp. All rts. reserv.

00149079 (THIS IS THE FULLTEXT)

Wheel and Deals

Liat Collins

The Jerusalem Post, p4

Friday August 20 1999

DOCUMENT TYPE: Newspaper JOURNAL CODE: TJP LANGUAGE: English

RECORD TYPE: Fulltext SECTION HEADING: Magazine

WORD COUNT: 423

TEXT:

I can't say I love cars but there have been some cars I have loved. These include "Battered Bertha," the bubble car we had until I was five, and "Elizabeth," the Renault who wanted to die in her motherland during a family holiday to France.

But my love for them is nothing according to an article entitled "Automania" by Yediot Aharonot's Shoshana Chen. Some people are driven by their passion for their transport.

Most automania sufferers are men. And size is important.

"There is a strong connection between self-image and their cars," explained Dr. Yoram Levanon, a marketing consultant. "Most men don't express themselves in their dress but they express themselves in their cars. Their love for their cars is egomania, which turns into automania."

Levanon found that cars - after politics - was the No. 2 topic of conversation among men at Friday night gatherings.

The real fans like the feel of a gear stick and are willing to wait months for a nonautomatic.

They wash their cars themselves - preferably daily - and let no one else drive.

Some Israelis are custom-ordering their cars and accessories. One person flew to England to collect handmade car rugs. Improvements can cost some \$80,000. One jeep owner carried out NIS 90,000 worth of improvements on a vehicle worth NIS 7,000.

A garage owner noted his oldest customer was an 80-year-old who changed his Buick into a convertible and asked that the car be delivered to the cafe where he meets his friends so they would see it.

The key to a man's heart is his stereo system, says Rami Danino, who owns a car-accessories company. He has clients whose audio systems are worth twice the value of their cars.

Psychiatrist Alex Aviv has patients whose wives are jealous of the attention their husbands pay their cars. One man paid NIS 7,500 for a sun roof out of money the couple had saved for three years for a new fridge.

Men discuss cars in terms of power and ability, Aviv said: "In effect it replaces physical contest. It enables a simulation of knights of yore showing who is stronger and can knock someone else off a horse."

There is even a car-boarding "pension" run by the Engelburg family at Kfar Truman. They developed the business to complement their dog kennels when they discovered people were as worried about their cars while abroad as about their pets.

But what I want to know is whether a driving obsession for cars gets you anywhere other than Skid Row.

CAPTIONS: On the Sidelines

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3/9/25 (Item 12 from file: 15)
DIALOG(R) File 15:ABI/Inform(R)
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00991178 96-40571

Penetrating purchaser personalities

Lancioni, Richard; Oliva, Terence A

Marketing Management v3n4 PP: 22-29 Spring 1995 ISSN: 1061-3846

JRNL CODE: MMA

DOC TYPE: Journal article LANGUAGE: English LENGTH: 8 Pages

SPECIAL FEATURE: Charts

WORD COUNT: 4116

ABSTRACT: Economic pressures and global competition have turned up the heat for business-to-business firms to develop service strategies to gain and retain customers. Traditional segmentation lends a powerful tool for grouping customers into classes that have similar buying behaviors. In response to questionnaires, managers indicated which of the 14 customer types listed they had encountered. Determining the personalities of the key customers - along with the appropriate market service strategies for dealing with them - can help managers match customer wants with what the company can supply. Some of the personalities listed include: 1. a chiseler, 2. a screamer, 3. an intimidator, 4. a talker, 5. an airhead, 6. a loyal customer, and 7. a stereotyper. The key to developing a successful service strategy is understanding that, as the underlying motivation differs, so does the service solution.

TEXT: Consumer marketers aren't the only ones who have to worry about service quality. Although the press tends to focus on the efforts of firms like Nordstrom's, USAA. Southwest Airlines, and Strawbridge & Clothier, service strategies are no less important in industrial markets.

In the "good old days," managers determined customer needs through market research, developed a product to fit those needs, designed a communications program, and then priced and distributed the product accordingly. Little importance was placed on customer service until after the sale was completed.

In fact, service support efforts seemed to be characterized by an Alfred E. Newman "What, Me Worry?" attitude until after the product was sold. Only then did we think about what type of service would be needed to keep the customer coming back

In the 1990s, however, economic pressures and global competition have turned up the heat for business-to-business firms. To succeed, marketers must proactively develop service strategies to gain and retain customers. Unfortunately, as is often the case, it's easier said than done.

A starting point is determining what types of customers your firm will encounter and then customizing service strategies to meet the needs of each. Sound like **target marketing**? It is, with a small twist.

PROFILE PERSONALITIES

Traditional segmentation gives us a powerful tool for grouping customers into classes that have similar buying behaviors. Hence, we can make reasonably accurate statements about males, Females, young, old, blacks, whites, Hispanics, Asians, and the like.

However, within these groupings, behavior can vary widely with respect to specific service wants and needs. Talk to people in customer complaint departments and they will give you an earful about the jerks, loud-mouths, and idiots who did not plug their products in or switch them on. From a service strategy point of view, customer personality profiles can be more important than demographic profiles in determining the proper response.

To determine the personality profiles of industrial buyers, we sent questionnaires to a stratified random sample of managers at 723 firms nationwide; 142 useable questionnaires were returned for a response rate of 20%. (See Exhibit 1 for the basic characteristics of the sample.) (Exhibit

1 omitted)

Each manager indicated which of the 14 customer types listed he or she had encountered; an open-ended "other" category was included to cover customers who did not fit any of the types. In follow-up phone conversations, we discovered that the majority of managers considered five of the 14 categories to be the same, so those cells collapsed. Exhibit 2 shows the distribution of the responses by category. (Exhibit 2 omitted)

In analyzing the data, nine key prototypical industrial customer personalities emerged, each having different behavioral characteristics. In short, each personality type represents a distillation of the combined experience of managers characterizing the most common customer behaviors they encounter.

Determining the personalities of the key customers --along with the appropriate marketing service strategies for dealing with them--can help managers match customer wants with what the company can supply. "Service at any cost" is noble, but costly. Matching the firm's service strategy to the customer's personality is more likely to produce mutually satisfying results.

For the firms represented in our segmentation scheme, we assume that "standard" service procedures are already in place. For example, back orders can be filled quickly, defective products can be returned for credit or replaced, order processing is quick and accurate, field service problems are handled professionally, and so forth.

Finally, no customer type is better or worse than any other. The point is that they all exist, and firms that learn to attract and deal successfully with them will have an edge over competitors.

NINE PERSONALITIES

Exhibit 3 presents an overview of the typology revealed in the study and includes the descriptive name, the main want or motivating desire of the customer, the marketing strategy that appeals to the customer, a suggested service strategy, and the percentage of the total customers studied that the type represents. (Exhibit 3 omitted)

The percentage breakdown an individual firm encounters will vary with the markets it services. Chiselers, for example, probably make up a larger portion of the customer base for firms selling commodities than for those selling unique high-end special-order equipment.

Keep in mind that these are all paying customers, so the goal is not to avoid any of the personality types. Generally speaking, when it comes to paying customers, more is better.

THE CHISELER

A customer calls to say he was shorted on an item. He tells you that the only fair compensation is a "replacement item plus a trip to Hawaii" for the inconvenience.

Chislors make up 15% of the customer base. They are motivated by good deals and low price, but their definition of a good deal is getting something below manufacturer cost, regardless of how unrealistic that may be. Frequently, they will try to squeeze even more out of it.

In general, Chiselers respond to marketing strategies that stress deep discounts, volume, and freebies. Dealing with such customers can be difficult because they often want the same level of service afforded high margin products.

The Chiseler is interested in sales presentations that are filled with dollars and cents deals and cost justifications for any claim made by the salesperson. Because he or she is bottom-line oriented, all marketing promises must go in that direction. Toss out the qualitative fluff in favor of facts.

Chiselers have a narrow focus, often being driven by internal pressures to cut costs or get the best deal possible from suppliers. They have a shark-like propensity to go directly for the lowest cost without any concern for other aspects of the product or service.

Like auctioneers at a community sale trying to take prices up, the Chiseler wants to drive them down. The classic Chiseler initiates competitive bidding between suppliers to drive vendors to their lowest price points. The victor in such rivalries can win the bidding battle, but lose the profitability war.

Here are some quick tips for dealing with Chiselers:

- * Never go all the way on price to get the sale. By beating the competition, you may also beat yourself.
- * Cost out all business you quote to a Chiseler. Can you make profits on additional volume if you meet the Chiseler's price?
- * If you get the initial order, the Chiseler will expect you to go lower on the next order.
- * Be prepared to walk away. The old axiom, "Know when to hold 'em, know when to fold 'em" applies here.
- * Make the relationship two-sided. The Chiseler gets the lowest price on this deal, and you get access to his more profitable businesses.
- * Leverage the Chiseler's narrow focus. Give a low price on the product, and raise price on other services that may be of limited interest.
- * Try to shift the Chiseler from being price-oriented to value-oriented by focusing on the added value of your product.

THE INTIMIDATOR

A fax comes in from a customer with the opening line, "My lawyer says...." This is the trademark of an Intimidator, the type of customer who seeks tight control and power.

Representing 5% of the customers, Intimidators' definition of a good deal is one in which they dictate all the terms and the supplier simply acquiesces. Control is usually more important than price. Because they are trying to dominate the situation, they have done their homework and know what the competition is offering. They're ready to play hard ball and know their legal rights.

Intimidators react positively to marketing strategies that focus on detailed product and competitor knowledge as well as tightly developed service procedures. Hence, access to engineers and relevant technical expertise must be part of the firm's marketing strategy.

Personnel who deal with Intimidators must be smooth and confident, and unwilling to back down. These people respect power and an understanding of the rules. Hence, the service strategy must be to let the Intimidator sound-off, and then provide a carefully objective and detailed description of the firm's position. It's important to state the position firmly, yet without emotion.

Intimidators will look for the weakest person in a company to gain the maximum leverage. They are motivated to extract as much service, product, and service concessions as possible and can be especially difficult for a new salesperson or service representative to deal with. They usually play up their position by saying "I am the President" or "This is Doctor Smith."

Here is some advice for dealing with Intimidators:

- * Be polite, but do not deviate from company policy or the Intimidator will raise the stakes in the next round.

- * Train employees to recognize and handle Intimidators.

- * Refer the Intimidator to a higher authority because he or she is often thwarted by a countervailing power.

- * Be patient and never show signs of weakness.

THE SCREAMER

Your secretary buzzes to tell you some maniac is at her desk screaming and yelling. At first glance, Screammers, who constitute approximately 3% of the customer base, seem like Intimidators, but they're not.

These customers are looking for quick resolution and try to use embarrassment and the squeaky-wheel approach as a weapon. Some of this behavior may be driven by their own time constraints and responsibilities; they view any problem as just one more hassle they do not need in their life.

Screamers respond best to marketing strategies that promise quick problem resolution, for example, the "no-questions-asked money-back guarantee," free product or service replacement programs that include FedExing parts, 24-hour hotline service, and the like.

Service strategies must center on listening, patience, empathy, and above all quick response.

Service personnel must not become emotional and should focus on calming the individual down.

Screamers are among the most annoying customers. They will raise their voices over the smallest of issues to force concessions from the supplier. Unlike Intimidators who try to work from a power base, Screamers rely on the fact that anything will be done to quiet them. In short, the practice is a type of blackmail; interestingly, it is often the senior people who are most susceptible to Screamers.

Here are some suggestions for dealing with Screamers:

- * Provide a fast solution to a problem. Speed counts because it blunts their leverage.

- * Don't react negatively. Have a mechanism for passing them along to your in-house "Screamer expert."

- * Have all the facts. This often mollifies a Screamer.

THE TALKER

An intended quick call to a customer turns into an hour and a half talkfest. Talkers, who make up 4% of the customer base, are looking for social interaction. They are motivated by the need to express themselves and their opinions to others. For the most part Talkers are benign, but they use up significant time resources and, in the process, prevent the company from adequately serving its other customers.

Marketing strategies that push the Talker's button involve personal, "we are always here" approaches. Hand-holding and customer testimonials are very successful with Talkers, who want to belong. Firms that reduce human interaction will lose these customers' business because they do not feel satisfied. Service strategy should be friendly but stress getting to the point.

Talkers are motivated by numerous factors. First, they often think they know more than the sales representative, and want to demonstrate that knowledge.

Second, some customers are culturally influenced to talk by virtue of their geographical location. Consider that, on average, Southern customers engage in more verbal discourse than do customers in the Northeast. In fact,

telemarketing companies have found that they must hire sales reps who are good listeners and patient when calling Southern customers.

Third, Talkers may be motivated to communicate their ideas to others in the industry, and the sales rep provides an ideal conduit. Often, they preface statements with "This information is confidential...", a type of "forbidden fruit" approach to prolonging the conversation.

Because the average face-to-face industrial sales call today costs \$650, it is critical for companies to develop more cost-effective ways of making a sale.

Here are some tips for making Talkers (or any customers) happy within a reasonable time limit.

- * Have an answer for every question raised; preparation is the key to dealing with Talkers.

- * Brush up on the Talker's favorite topics--sports, restaurants, wines, etc.--to avoid a lecture and maintain the advantage.

- * Be a good listener. Being atuned to what a Talker is saying, regardless of the words, often provides clues to increased sales.

- * Be patient. Don't show signs of frustration or boredom, which can elicit negative reactions from a Talker.

- * Maintain good eye contact, and use body language that signals you are interested in the Talker.

THE AIRHEAD

You receive a letter from a customer who ordered 10,000 type C nuts when he really needed type B bolts. The explanation: "The secretary picked the number from the wrong page in the catalog." We call this type of customer, making up 2% of the customer base, an Airhead.

Airheads are motivated to expend the least effort. Typically they are lazy, unsure, or tentative in dealing with things. Hence, Airheads find it is easier to call than to read the instructions or look things up. Typically their product problems are caused by failure to plug it in, turn it on, or use improper startup procedures.

Marketing strategies to attract Airheads stress the least amount of effort on the customer's part. Programs that preempt customer effort, like calling to see if they need something, are particularly popular. Additionally, it is important to have quick-start instructions, engineering help, trouble-shooting guides, and call-back programs to ensure that everything is clear.

Service strategies should facilitate self-learning. In particular, they must help the customer diagnose the problem and offer a quick solution.

Airheads are a problem both for the purchasing company for which they work and for the vendor. Interestingly, they're easy targets or the unethical sales reps who make claims about products that may not be totally true, often taking the seller's words as gospel.

Such shortcomings present legitimate companies with an opportunity to get and retain Airheads as customers. However, you may have to seek them out because they will not have done their homework. Providing Airheads with quality products, good service and a full line of products will build brand loyalty and prevent them from "shopping the competition."

Here are some additional suggestions for dealing with Airheads:

- * Smother them with service and quality to lock them in and lock out the competition.

- * Offer contracts to Airheads to increase their feeling of security.

- * Offer warranties or guarantees.
- * Provide the Airhead with easy-to-understand instructions.
- * Offer one-stop shopping for products and services.

THE LOYAL CUSTOMER

An order has just been received from Susan who has purchased from you for the last 12 years. Such customers are critical to your success because their loyalty keeps the life force of the company--sales --steady. Loyal Customers make up approximately 62% of a company's customer base.

Loyal Customers' needs are being met, but they should not be taken for granted. They like the comfort and reduced risk of dealing with a known commodity. Obviously, marketing strategies should focus on keeping Loyal Customers by offering them new products first, contacting them to diagnose needs, and providing extra service and freebies.

Although this customer group sustains the company, many firms fail to appreciate this fact and take their Loyal Customers for granted, focusing marketing efforts instead on "new account" strategies. A typical example is when discounts or premiums are used as incentives to gain new accounts, but are not offered to the established customers, a slight which is often interpreted by Loyal Customers as a lack of appreciation on the part of the supplier. Keep in mind, they can get the same benefits by being your competitor's new account.

Some quick tips for keeping Loyal Customers happy are:

- * Make them eligible for all new account bonus programs.
- * Turn Loyal Customers into consultants. Seek their advice on re-engineering your product, service, or organization.
- * Partner with Loyal Customers for just-in-time programs, new product designs, or old product redesigns.

THE RUDE AND IRATE

One of your salespeople calls and tells you that there is a customer demanding to see you, who is swearing and yelling. Unlike Screamers, who are motivated to get a quick resolution, Rude and Irate customers usually are driven by poor product or service quality. Our survey showed that Rude and Irate customers feel they have been mistreated or cheated in some way.

The best marketing strategy for these types is to install quality management procedures that ensure the company produces high-quality products. And, to mitigate problems arising out of possible misunderstandings about what the product or service is supposed to do, the sales force must know your products and those of competitors well.

The best service strategy is to be patient and understanding and to have answers for all possible complaints. This means pre-engineering answers and responses for the most common complaints to ensure a satisfactory resolution.

Even though Rude and Irate customers make up only 3% of the customer base, they can eat up as much as 40% of management's attention. Although similar to Intimidators and Screamers, the behavior of Rude and Irate customers is spurred by previous interactions with the firm. In short, this is payback time for earlier bad experiences such as problems in receiving shipments on time, incorrect billing, difficulty in getting orders processed, and delays in dealing with returns or defectives.

Having standard service procedures in place is the best solution, but here are some other tips for handling the Rude and Irate customer when the occasional problem does crop up:

- * Determine if the cause of their anger is the current problem or rooted in the past.

* Be understanding. Sometimes the behavior is a manifestation of cultural or regional differences. New Yorkers generally are the most notorious for rudeness and irateness, often hanging up at the end of a phone call without saying good-bye.

* Give factual responses to all questions.

* Respond rapidly to any problem, and you may be able to convert a Rude and Irrate customer to a Loyal Customer.

THE ABUSIVE NITPICKER

Many customers are cautious and require what some might consider to be excruciating detail about a seemingly unimportant issue. This kind of nitpicking is expected in a new relationship, but Abusive Nitpickers carry it to excess.

Driven by distrust, these customers are ready to swing into action at the slightest provocation to let you know that they will check every detail. Hence, any small problem triggers a hostile reaction. To assuage Abusive Nitpickers' inherent distrust, use marketing strategies that focus on guarantees, warranties, full and detailed disclosure relating to specifications, prices, and return procedures. Factual comparisons with the competition also help allay their fears.

Service strategy should stress knowing all the facts about complaints, offering alternative solutions, providing quick responses to remedy problems, and remaining calm and polite throughout the process.

The Abusive Nitpicker can pose other more serious problems for a company. The high level of detail demanded about a sale, product, or price can seriously compromise a firm's marketing strategy. For example, he or she may want to know how much profit a company is making on a sale. Giving this information to a customer is usually inappropriate except in bidding situations where costs must be revealed. And keep in mind that the Abusive Nitpicker might be compiling information about the specifics of your product design or marketing strategy to give to your competitor.

When dealing with Abusive Nitpickers, remember the following:

* Tell them only what is important for the sale. Evaluate all other requests before giving out any information.

* Determine what information is needed prior to the sales interaction.

* Beware of giving any information to anyone who might be a potential competitor because it could be used against you. Nitpickers turned competitors are aggressive in lowering price and will likely violate patents and royalty agreements.

THE STEREOTYPER

Some customers categorize suppliers as being of this or that type, and then formulate a way to deal with them. To the degree that these customers correctly stereotype and deal with your firm, things can run smoothly. Problems only occur when they miscategorize you.

Stereotypers constitute 2% of the customer base and are motivated by a need for certainty. They may have a chip on their shoulder, and they want to live in a black-and-white world where everything is clear cut. Marketing strategies must focus on factual comparison charts, clear and well-organized sales presentations, unambiguous answers to questions, and identification of the customer's competitive preferences.

Because ambiguity-reduction is an important need, service strategy should stress having all the key information at one's fingertips. It's critical to empower sales and contact employees to resolve problems on the spot and issue follow-up status reports on resolution progress.

Other ways to keep Stereotypers happy include:

* Act in a manner consistent with your product or brand image. Stereotypers focus on a single characteristic attributed to the firm--for example, quality --but do not need to hear all the details about why the quality is high.

* Find out what level of customer service they expect to determine if it differs from what they are receiving.

* Avoid making promises you cannot keep.

* Be careful not to box yourself in with the opening deal because it sets the Stereotyper's perceptions for future deals.

PRE-ENGINEERING SERVICE

At this point you have found one or more of your customer's personalities. From the point of view of the service manager, some of the personalities, such as the Screamer, Rude and Irate, and Abusive Nitpicker types, may appear the same. In each case the overt reaction is the same: obnoxious and/or angry behavior. However, the key to developing a successful service strategy is understanding that, as the underlying motivation differs, so does the service solution.

A Screamer's need for quick resolution may be driven by company deadlines. The Rude & Irate customer may be upset about your product not adequately performing its function. And the Abusive Nitpicker may get riled if he is overcharged by 3c on a \$10,000 order. The appropriate response for each of the above might be (1) quick resolution and turnaround for the Screamer, (2) re-engineering the product for the Rude and Irate customer, and (3) having the Abusive Nitpicking customer decide whether he or she wants a refund or credit.

Finally, keep in mind two key points when considering our estimate of the distribution of each personality type that companies encounter. First, for a given company in a given industry, that percentage might change. And, second, even though some of the personality types appear to make up a small percentage of the total, the costs of dealing with them may be significantly higher than for any other type.

The personality segmentation scheme presented here should help managers design or redesign their sales and service strategies to suit their own customer mix. In any case, pre-engineering service is better than re-engineering service.

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. Relations, International Journal of Research in Marketing, and others. In addition, he has coauthored one text in production management and edited another. Currently, he is on the editorial board of Organization Science. Terry has served as a consultant to communications firms such as AT&T, Bell Atlantic, Bellcore, and Warner. He has also been a consultant's consultant in the area of competitive dynamics models.

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3/9/9 (Item 4 from file 3)
DIALOG(R) File 9:Business & Industry(R)
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1934995 Supplier Number: 01934995 (THIS IS THE FULLTEXT)

TARGETED MARKETING ANNOYS CONSUMER GROUPS

(Targeted marketing, which uses database technology to profile customers, generated \$1.1 trillion in revenues in 1996; FTC estimates that the average American's name is on at least 25 commercial mailing lists at any given time)

Sun-Sentinel , p N/A

August 18, 1997

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WORD COUNT: 1257

ABSTRACT:

Consumer groups and trade associations are becoming increasingly annoyed with a growing number of firms called targeted marketers who isolate and target customer data to create consumer profiles. The data is obtained when customers enter sweepstakes, when they fill out warranty-card surveys, when they buy from catalogs or when they join buyers' clubs. Grocery stores, for example, can track every single product someone buys with a bar-code scanner and a check-cashing or preferred-customer card. Targeted marketers have made the mailing-list industry an economic powerhouse. Consumer groups and associations are complaining that they are violating the public's rights to privacy and are lobbying for new privacy laws. The Federal Trade Commission estimates that the average American's name, buying habits and other personal information are on at least 25 and perhaps up to 100 different commercial lists at any given time. The lists track over 2 billion names. Direct Marketing Association reported that targeted marketing generated \$1.1 trillion in revenues and the industry continues to grow faster than the economy overall. Article provides other background information on targeted marketers.

TEXT:

By Stacey Singer

Aug. 17--The boutique oozed exclusivity, and as the store manager made her sale, she promised to send catalogs and special discounts.

"This will stay right here in our system," she said, entering her customer's name and address into Mark, Fore & Strike's computer.

Left unsaid was the other reality of high-end retail sales: The names of affluent customers are valuable on the open market. While the store's mailing list will stay in-house, once customers buy from the catalog, Mark, Fore & Strike slingshots their names and addresses to a list broker in New Jersey called Mokrynski & Associates Inc.

There, a salesman named Tony Troiano rents them in bundles of \$115 per 1,000 to any retailer the Boca Raton-based firm approves. The Mark Group Inc. will earn about \$1 million this year by renting out the list.

"This is one of our best lists," Troiano said. "It's just about all female, generally around age 49, and high income -- about \$89,000."

The companies are part of a growing army of targeted marketers who use database technology to profile customers. As the practice of isolating and targeting consumer data becomes faster, more comprehensive and more precise, the mailing-list industry has become an economic powerhouse.

But as it grows, it's also making enemies. Consumer groups call it a battering ram in the public's crumbling right to privacy -- and Washington is listening.

Trade associations have spent the summer drafting ethics statements and guidelines for fair information practices. Unless consumers feel protected from privacy invasions, they warn members, Congress will do it for them.

The Federal Trade Commission estimates the average American's name, buying habits and other personal information are on at least 25, and maybe as many as 100 different commercial lists at any given time. Those lists track more than 2 billion names.

Originally confined mainly to the mail-order industry, targeted lists have become a mainstay of every conceivable business, from the oil-change shop looking for newcomers, to the criminal lawyer looking for a quick DUI case.

They are also becoming increasingly sophisticated. The newest twist on **targeted marketing**, called psychographic **marketing**, categorizes each consumer into a distinct **personality** type based on answers to a few questions, such as music preference. Called "agent" software, the tool is used by businesses including Barnes & Noble, especially on the Internet.

The company leading the race to perfect psychographic marketing is Firefly Network, based in Cambridge, Mass. Eventually, the system could work like a personal secretary: Knowing that someone bought a Nester Torres album, the "agent" would associate their preference for Latin music with a taste for ethnic restaurants. When a new Cuban restaurant opened near their zip code, it would send a notice.

Or, if several people planned to rent a movie together, an "agent" at the video store could scan the movies the people had already rented, and based on their past preferences, find one that none had seen but everyone would probably enjoy.

Patricia Faley, vice president of consumer affairs for the Direct Marketing Association in Washington, said that all this innovation is excellent for the economy. Last year targeted marketing generated \$1.1 trillion in revenues, and the industry continues to grow faster than the economy overall, Faley said.

In the process, it's creating jobs, she said.

In Fort Lauderdale, Dr. Marc Puleo has launched a national mail-order pet pharmaceuticals business thanks to lists he built from public records. Puleo takes rabies vaccine data from county animal control offices to guarantee that his telemarketers call only pet owners. He now employs about 30 people.

"If we don't have the list, then we don't know who to call," Puleo said of his business, PetMed Express. "All we're trying to do is find out which clients have dogs."

That has angered veterinarians, who had been the exclusive sellers of pet pharmaceuticals, and pet owners solicited at home.

Few marketing techniques draw the ire that telemarketing does. When the marketers know personal information about the people they call, the backlash often grows.

Richard Candelaria, 31, a courier from Coral Springs, said he has been inundated by finance officers.

"I don't know who they call to get my name. I have a problem with that," he said. "These loan people call, and they know everything about you," he said.

Ethicists and privacy advocates warn that under current laws, most people have no idea when they're being tracked and monitored.

It happens when consumers enter sweepstakes, when they fill out warranty-card surveys, when they buy from catalogs or when they join buyers' clubs.

Groups such as the Privacy Rights Clearinghouse in San Diego want new privacy laws so that companies must say up front how they'll use personal

information -- and give consumers a chance to say no.

Beth Givens, the group's director, thinks that voluntary standards are not good enough.

"We're moving from a push world to a pull world," she said. "If somebody has an interest in something, it's quite easy for them to find what they need to satisfy their interest."

The Federal Trade Commission held a workshop on the subject in June, to prepare for U.S. Senate hearings in the fall.

Meanwhile, industry groups are racing to develop conduct standards -- before government does it for them.

Firefly and 60 other companies supported a privacy standard in May. It promises to let World Wide Web users respond to personal information requests with some, all or none of the data, and to be alerted when such data is being sought.

Netscape Communications, American Express, IBM, J. Walter Thompson, Sun Microsystems and Microsoft have endorsed the same principles.

Grocery stores, too, have drafted privacy statements, as alarms go up about their power to monitor.

With a bar-code scanner and a check-cashing or preferred-customer card, the neighborhood grocery store can keep track of every single product someone buys, whether its their baby food, their beer, or their pregnancy test. They generally use the data for in-house promotions, but some actually share or sell the information to manufacturers.

So far, about one-third of major grocery chains use such programs, and another third plan to implement them soon, according to a recent study by the Food Marketing Institute in Washington.

The question is, what do shoppers want more -- privacy or targeted coupons?

In Florida, Publix recently completed a test run of the so-called "frequent shopper program" to find out.

"Our customers filled out applications and we would actually track their purchases," said Publix spokesman Clayton Hollis. "We could send coupons based on those purchases."

The data is now being studied, Hollis said, with particular attention paid to attitudes on privacy.

"We're trying to be very cautious with that," he said.

The Food Marketing Institute's privacy statement urges its members to gain the written consent of customers before collecting and selling personalized data, to remind them occasionally that it's being used, and to take strict security measures.

But the principles are voluntary -- they offer no concrete way to confirm they're being followed, and no clearinghouse for grievances. Scott Ashby, marketing director at the Mark Group said that good customer relations outweigh list revenue. As a result, the firm refuses to sell the list to companies that market adult products or "too-good-to-be-true" offers.

Beyond that, his firm's catalogs features a check-off box that states: "I prefer not to receive catalogs from other companies." About 8 percent of Mark, Fore & Strike's customers check that box, he said.

"You have to be up-front with a consumer," Ashby said. "That's just smart business."

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Dialog

Items	File
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1	16: Gale Group PROMT(R)_1990-2004/Feb 09
1	20: Dialog Global Reporter_1997-2004/Feb 09
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Examined 100 files	
1	148: Gale Group Trade & Industry DB_1976-2004/Feb 09
Examined 150 files	
Examined 200 files	
Examined 250 files	
1	416: DIALOG COMPANY NAME FINDER(TM)_2003/NOV
Examined 300 files	
Examined 350 files	
1	570: Gale Group MARS(R)_1984-2004/Feb 09
Examined 400 files	
Examined 450 files	
Examined 500 files	
1	750: Emerging Mkts & Middle East News_1995-2004/Feb 05
Examined 550 files	

6 files have one or more items; file list includes 555 files.

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1	5: Biosis Previews(R)_1969-2004/Feb W1
4	7: Social SciSearch(R)_1972-2004/Feb W1
13	9: Business & Industry(R)_Jul/1994-2004/Feb 06
4	11: PsycINFO(R)_1887-2004/Feb W1
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27	15: ABI/Inform(R)_1971-2004/Feb 07
43	16: Gale Group PROMT(R)_1990-2004/Feb 09
5	18: Gale Group F&S Index(R)_1988-2004/Feb 09
30	20: Dialog Global Reporter_1997-2004/Feb 09
1	21: NCJRS_1972-2004/Jan
1	34: SciSearch(R) Cited Ref Sci_1990-2004/Feb W1
1	35: Dissertation Abs Online_1861-2004/Jan
2	47: Gale Group Magazine DB(TM)_1959-2004/Feb 06
1	50: CAB Abstracts_1972-2004/Jan
1	73: EMBASE_1974-2004/Feb W1
4	75: TGG Management Contents(R)_86-2004/Feb W1
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1	142: Social Sciences Abstracts_1983-2004/Jan
1	144: Pascal_1973-2004/Feb W1
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40	148: Gale Group Trade & Industry DB_1976-2004/Feb 09
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2	155: MEDLINE(R)_1966-2004/Feb W1
2	160: Gale Group PROMT(R)_1972-1989
1	180: Federal Register_1985-2004/Feb 09
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1	281: ONTAP(R) Gale Group MARS(R)_
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1	392: Boston Herald_1995-2004/Feb 08
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1	435: Art Abstracts_1984-2004/Jan
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3	476: Financial Times Fulltext_1982-2004/Feb 09
1	483: Newspaper Abs Daily_1986-2004/Feb 06
8	484: Periodical Abs Plustext_1986-2004/Feb W1
2	485: Accounting & Tax DB_1971-2004/Feb W1
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10	553: Wilson Bus. Abs. FullText_1982-2004/Jan
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3	613: PR Newswire_1999-2004/Feb 09
8	619: Asia Intelligence Wire_1995-2004/Feb 08
8	621: Gale Group New Prod.Annou.(R)_1985-2004/Feb 09
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1	634: San Jose Mercury_ Jun 1985-2004/Feb 07
6	635: Business Dateline(R)_1985-2004/Feb 07
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1	638: Newsday/New York Newsday_1987-2004/Feb 08
1	641: Rocky Mountain News_Jun 1989-2004/Feb 06

1 642: The Charlotte Observer_1988-2004/Feb
 9 649: Gale Group Newswire ASAP(TM)_2004/Jan 27
 2 654: US Pat.Full._1976-2004/Feb 03
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 2 707: The Seattle Times_1989-2004/Feb 08
 1 709: Richmond Times-Disp._1989-2004/Feb 07
 1 711: Independent(London)_Sep 1988-2004/Feb 09
 1 713: Atlanta J/Const._1989-2004/Feb 08
 2 714: (Baltimore) The Sun_1990-2004/Feb 09
 1 720: (Columbia) The State_Dec 1987-2004/Feb 08
 1 723: The Wichita Eagle_1990-2004/Feb 07
 6 727: Canadian Newspapers_1990-2004/Feb 09
 2 728: Asia/Pac News_1994-2004/Feb W1
 1 731: Philad.Dly.News_1983- 2003/Dec 30
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 7 762: Euromonitor Market Res._1991-2004/Jan
 1 767: Frost & Sullivan Market Eng_2004/Feb
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 2 781: ProQuest Newsstand_1998-2004/Feb 09
 4 810: Business Wire_1986-1999/Feb 28
 Examined 550 files
 8 992: NewsRoom 2003/Jan-Oct 31
 5 993: NewsRoom 2002
 14 994: NewsRoom 2001
 12 995: NewsRoom 2000

80 files have one or more items; file list includes 555 files.
 One or more terms were invalid in 3 files.

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File	5:	Biosis Previews(R) 1969-2004/Feb W1 (c) 2004 BIOSIS
File	7:	Social SciSearch(R) 1972-2004/Feb W1 (c) 2004 Inst for Sci Info
File	9:	Business & Industry(R) Jul/1994-2004/Feb 06 (c) 2004 Resp. DB Svcs.
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S6	73	RD (unique items)
S7	22	S6 AND PY<=1999
S8	0	S7 AND CLUSTER?
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(c) 2004 The Dialog Corporation		
File 994: NewsRoom 2001		
(c) 2004 The Dialog Corporation		
File 995: NewsRoom 2000		
(c) 2004 The Dialog Corporation		

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Theories, models, and factor approaches to
personality, temperament, and behavioral types: **Postulations** and
measurement in the ***second*** ***millennium*** A. D.

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ABSTRACT: The chronology and historical developments in postulating
theories, models, and factor approaches to
personality, temperament, and behavioral types are discussed as they
occurred during the 20th century A.D. The measurement of these
models and approaches is from a historical perspective with a focus
on the precursors of the five **factor approaches** that are
currently the most commonly accepted ones today. The early beginnings
dating back 2,500 yrs are also briefly discussed. (PsycINFO Database
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DESCRIPTORS: Behavior; *History; *Measurement; *Personality; *

Theories; Factor Analysis; Models

IDENTIFIERS: historical developments in postulation & measurement of

theories & models & factor approaches to

personality & temperament & behavioral types, 20th century AD

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02084189 Supplier Number: 42696219 (THIS IS THE FULLTEXT)

Consumer Appliances' Leibert Offers Advice

HFD-The Weekly Home Furnishings Newspaper, v0, n0, p100

Jan 27, 1992

ISSN: 0746-7885

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 659

TEXT:

By Gerry Beatty

NEW YORK - Rick **Leibert**, the famous New York radio personality, reported that a listener picked up his voice in Newport, R.I.

That news was flattering, but not very helpful to the president of a three-store operation. Newport is a bit far afield to make a delivery from Yonkers, N.Y.

Nevertheless the point was well taken. A little retailer covering a limited territory can greatly expand its reach with a successful advertising program.

In **Leibert's** case, extensive radio and other ads have made his company, **Consumer Appliances**, a recognized name throughout the metropolitan area - and he gets stopped by strangers who have heard his commercials.

"Since 1985, radio has been the primary advertising medium for my company," **Leibert** said during a panel discussion at the National Retail Federation Convention here this month. "It makes me (*****Consumer***** *****Appliances*****) look bigger than I am, and also more successful.

The president writes all his ad copy, whether for broadcast or print, and reads the spot ads. His upbeat cadence is familiar to thousands of listeners in this area - and such distant places as Newport when the signal carries.

Consumer Appliance utilizes direct mailings, local newspapers, some television and lots of radio. A fellow panelist noted there are about 60 radio stations in the area, and **Leibert** said he's probably negotiated with all of them.

"I like to listen to proposals from radio stations," he revealed, explaining his media mix or demographic information could always stand updating.

Newspaper ads combine product promotion and image-building. Direct mail is "very good for special events. We get excellent response rates and you can target the market."

Cable TV also reaches focused segments - for example, **Leibert** said he displayed camcorders on telecasts of New York Rangers hockey games.

Radio, he noted, sometimes is denigrated as lacking prestige. That's not true for a small retailer. "I get name recognition," he declared.

In fact, normal response to a direct mailing for a private sale is 2 percent, and "we greatly exceeded that" recently, which he attributed to the name recognition built by radio advertising.

For all of radio's disadvantages - the low prestige because it isn't visual; the short (30- or 60-second) duration with no physical reminder, like a newspaper ad; and the difficulty of grabbing attention because listeners are doing something else at the time - it brings together a target audience and a small company, said *****Leibert*****.

Kent Murphy, president of Cherokee Communications, a media buying service here for retailers, said there are three ways radio targets audiences: demographically (age, sex, income, even early risers),

psychographically (an ad emphasizing a personality trait, such as the active woman) and geographically.

Leibert noted his stores sell major and small appliances, consumer electronics, vacuum cleaners, and room air conditioners.

"Where does the funding come from?" he asked rhetorically. "In my case, it comes from co-op advertising. The trick is to get extra advertising from them.

"I try to give extra accord to their features. Features and benefits and price. It's a good vehicle for a manufacturer" because in a sense it's free air time.

Consumer Appliances is foremost a GE Appliances dealer, and most of the radio spots feature that brand because of the co-op program. ***Leibert*** revealed a competitor complained he was sick of hearing about GE while he was driving about, and how could his brand get air time?

Yes, the rival manufacturer provided the co-op money, and the retailer said **Consumer Appliances'** volume increase for that brand was minimal - but the dollars kept coming because the executive liked getting the exposure.

Leibert had more advice. Manufacturers often provide more support: ad copy; a jingle; the tape with the jingle behind his voice; the sales staff to book the ads instead of you. "Look to the (ad) media for free production services," he noted.

There also was one benefit from the weak economy. "Things ain't good out there and you can bargain for prices," he said.

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PUBLISHER NAME: Fairchild Publications, Inc.

COMPANY NAMES: ***Consumer*** ***Appliances*** Inc.

EVENT NAMES: *240 (Marketing procedures)

GEOGRAPHIC NAMES: *1USA (United States)

PRODUCT NAMES: *5722000 (Home Appliance Stores)

INDUSTRY NAMES: BUSN (Any type of business); HOME (Home Furnishings)

NAICS CODES: 443111 (Household Appliance Stores)

SPECIAL FEATURES: LOB; COMPANY

ADVERTISING CODES: 55 Company Planning/Goals; 32 Marketing/Advertising
Methods; 24 Direct Marketing

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? ds

Set	Items	Description
S1	162	PSYCHOGRAPHIC?(3N) (MARKET? OR ADVERT? OR AD OR ADS)
S2	34418	(TARGET OR PERSONALIT? OR EMOTIONAL? OR BEHAVIOUR? OR BEHAVIOR? OR SEGMENT?) (3N) (MARKET? OR ADVERT? OR AD OR ADS)
S3	327	(S1 OR S2) (5N) (SURVIVAL? OR RELAX? OR GROWTH?)
S4	5	(S1 OR S2) (5N) (TEMPERAMENT? OR CAREFREE OR LAID()BACK? OR -HIGH()STRUNG? OR ENERGETIC?)
S5	12	AU=(LEVANON, Y? OR LEVANON Y? OR LOSSOS-SHIFRIN, L? OR LOSSOS-SHIFRIN L?)
S6	9	S3 NOT GROWTH
S7	9	RD (unique items)
S8	5	S4 NOT S7
S9	5	RD (unique items)
S10	131	S1 NOT PY>2000
S11	131	S10 NOT (S7 OR S9)
S12	119	RD (unique items)
S13	68	S12 NOT (ANALYSES OR ANALYSIS)
S14	44	S13 NOT SEGMENT?
S15	0	S5(8N)S1

7/3,K/1 (Item 1 from file: 6)
DIALOG(R)File 6:NTIS
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0890453 NTIS Accession Number: AD-A097 143/2/XAB
Society, Land, Love or Money (A Strategic Model of How to Glue the Generations Together)
Shubik, M.
Yale Univ., New Haven, CT. Cowles Foundation for Research in Economics.
Corp. Source Codes: 009907009; 100150
Report No.: DISCUSSION PAPER-577
Jan 81 34p
Languages: English
Journal Announcement: GRAI8116
Order this product from NTIS by: phone at 1-800-553-NTIS (U.S. customers); (703)605-6000 (other countries); fax at (703)321-8547; and email at orders@ntis.fedworld.gov. NTIS is located at 5285 Port Royal Road, Springfield, VA, 22161, USA.
NTIS Prices: PC A03/MF A01

...Descriptors: Game theory; Mathematical models; History; Culture; Life cycles; Interpersonal relations; Group dynamics; Linkages; Money; Investments; **Marketing** ; Planning; Strategy; Commerce; **Behavior** ; **Survival(General)**

7/3,K/2 (Item 1 from file: 11)
DIALOG(R)File 11:PsycINFO(R)
(c) 2004 Amer. Psychological Assn. All rts. reserv.

0001797364 2001-07650-005
The dawn song of the blue tit Parus caeruleus and its role in sexual selection.
AUTHOR: Poesel, Angelika; Foerster, Katharina; Kempenaers, Bart (Email: B.Kempenaers@erl.ornithol.mpg.de)
AUTHOR AFFILIATION: Austrian Academy of Sciences, Konrad Lorenz Inst for Comparative Ethology--Vienna--Austria
JOURNAL: Ethology, Vol 107(6), 521-531, Jun, 2001
PUBLISHER: Blackwell Publishing--United Kingdom--
<http://www.blackwellpublishing.com>

CITED REFERENCES:
...O., Kiovu, K. T., & Orell, M. I. (1997). Song rate correlates with paternal care and **survival** in willow tits: **Advertisement** of male quality. **Behaviour** , 134, 891-904.

7/3,K/3 (Item 2 from file: 11)
DIALOG(R)File 11:PsycINFO(R)
(c) 2004 Amer. Psychological Assn. All rts. reserv.

0001777379 2001-00389-003
Offspring age and nest defence: Test of the feedback hypothesis in the meadow pipit.
AUTHOR: Pavel, Vaclav; Bures, Stanislav
AUTHOR AFFILIATION: Palacky U, Lab of Ornithology--Czech Republic
JOURNAL: Animal Behaviour--<http://www.academicpress.com/animbehav>, Vol 61(2), 297-303, Feb, 2001
PUBLISHER: Elsevier Science--United Kingdom--<http://www.elsevier.com>

CITED REFERENCES:

...P., Rytönen, S., Koivula, K., & Orell, M. (1997). Song rate correlates with paternal care and **survival** in willow tits: **advertisement** of male quality? **Behaviour**, 134, 891-904. (PsycINFO Accession Number: 1997-43017-006)

37...

7/3,K/4 (Item 3 from file: 11)

DIALOG(R)File 11:PsycINFO(R)

(c) 2004 Amer. Psychological Assn. All rts. reserv.

0001474761 1996-04151-002

The institute of psychiatry Alzheimer's disease cohort 1986-1992: Part 1--clinical observations.

AUTHOR: Burns, Alistair

AUTHOR AFFILIATION: Withington Hosp--Manchester--England

JOURNAL: International Journal of Geriatric Psychiatry--

<http://www.interscience.wiley.com/jpages/0885-6230/>, Vol 11(4), 309-320, Apr, 1996

PUBLISHER: John Wiley & Sons--US--<http://www.wiley.com>

...ABSTRACT: which papers were published: psychiatric symptoms and behavioral disturbances; disorders of thought content, mood, and **behavior**; **survival** in **AD**; longitudinal changes in cognitive function; neurological signs; longitudinal changes in CT scanning; cause of death...

7/3,K/5 (Item 1 from file: 35)

DIALOG(R)File 35:Dissertation Abs Online

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1075018 ORDER NO: AAD89-21193

THE BEHAVIOR OF FIRMS' MARKET SHARES UNDER CARTEL CONDITIONS: FURTHER ANALYSIS OF THE JOINT EXECUTIVE COMMITTEE, 1880-1886 (RAILROAD CARTEL)

Author: LU, LAURA

Degree: PH.D.

Year: 1988

Corporate Source/Institution: STATE UNIVERSITY OF NEW YORK AT STONY BROOK (0771)

Source: VOLUME 50/06-A OF DISSERTATION ABSTRACTS INTERNATIONAL.
PAGE 1762. 171 PAGES

...attempts to extend the work of Porter and Green by studying theoretically and empirically the **behavior** of the firms' **market** shares after **relaxing** the assumption of identical cost functions for the firms, a modification supported by the railroad...

7/3,K/6 (Item 2 from file: 35)

DIALOG(R)File 35:Dissertation Abs Online

(c) 2004 ProQuest Info&Learning. All rts. reserv.

1061728 ORDER NO: NOT AVAILABLE FROM UNIVERSITY MICROFILMS INT'L.

SOCIAL ORGANIZATION AND SURVIVAL OF THE PIPISTRELLE BAT (PIPISTRELLUS PIPISTRELLUS), AND A COMPARISON OF ADVERTISEMENT BEHAVIOUR IN THREE POLYGYNOUS BAT SPECIES

Author: LUNDBERG, KARIN

Degree: FIL.DR

Year: 1989
Corporate Source/Institution: LUNDS UNIVERSITET (SWEDEN) (0899)
Source: VOLUME 50/03-C OF DISSERTATION ABSTRACTS INTERNATIONAL.
PAGE 457. 88 PAGES
Location of Reference Copy: UNIVERSITY LIBRARY, BOX 3, S-221 00 LUND,
SWEDEN

This thesis deals with the mating system, male **advertisement behaviour**, and **survival** of adult pipistrelle bats (*Pipistrellus pipistrellus*). It also describes the mating systems of the *Nathusius*...

7/3,K/7 (Item 1 from file: 88)
DIALOG(R)File 88:Gale Group Business A.R.T.S.
(c) 2004 The Gale Group. All rts. reserv.

03931195 SUPPLIER NUMBER: 17102219
Role-relaxed consumers: empirical evidence.
Kahle, Lynne R.
Journal of Advertising Research, v35, n3, p59(4)
May-June, 1995
ISSN: 0021-8499 LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 2126 LINE COUNT: 00182

... concept of role-relaxed behavior, they certainly do not decrease our confidence in the concepts.

Advertisers whose **target market** includes **Role- Relaxed Consumers** may want to emphasize product attributes over social pressure as a mechanism to increase...

...relaxed characteristics. Nor do we know as much as would be desirable about the role- **relaxed segment** 's **market** power or product and brand preferences. The research here certainly implies utility in further research...

7/3,K/8 (Item 2 from file: 88)
DIALOG(R)File 88:Gale Group Business A.R.T.S.
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02465169 SUPPLIER NUMBER: 09615391
The impact of treasury auction announcements on interest rates.
Wachtel, Paul; Young, John
Quarterly Review of Economics and Business, v30, n3, p62(11)
Autumn, 1990
ISSN: 0033-5797 LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 4160 LINE COUNT: 00348

... that there is little indication of any gain in explanatory power when the hypothesis of **market segmentation** is **relaxed**. There is a significant increase in explanatory power at the 5 percent level for less ...

7/3,K/9 (Item 1 from file: 149)
DIALOG(R)File 149:TGG Health&Wellness DB(SM)
(c) 2004 The Gale Group. All rts. reserv.

01196655 SUPPLIER NUMBER: 08132381 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Assessing key stakeholders: who matters to hospitals and why?

Fottler, Myron D.; Blair, John D.; Savage, Grant T.; Whitehead, Carlton J.;
Laus, Michael D.

Hospital & Health Services Administration, v34, n4, p525(22)

Winter,

1989

PUBLICATION FORMAT: Magazine/Journal ISSN: 8750-3735 LANGUAGE: English

RECORD TYPE: Fulltext TARGET AUDIENCE: Professional

WORD COUNT: 6032 LINE COUNT: 00530

... on the basis of price, quality, and access is intense in most
product lines. Product **segmentation** and **marketing** of services are
necessary for **survival** . The role of government at all levels has expanded
in terms of both regulation and...

9/3,K/1 (Item 1 from file: 11)
DIALOG(R)File 11:PsycINFO(R)
(c) 2004 Amer. Psychological Assn. All rts. reserv.

0001701106 2000-08203-031

Theories, models, and factor approaches to personality, temperament, and behavioral types: Postulations and measurement in the second millennium A. D.

AUTHOR: Merenda, Peter F.

AUTHOR AFFILIATION: U Rhode Island, Dept of Psychology--Kingston--RI--US

JOURNAL: Psychological Reports, Vol 85(3, Pt 1), 905-932, Dec, 1999

PUBLISHER: Psychological Reports--US--

<http://www.pr-pms.com/index.cfm?page=sub>

IDENTIFIERS: historical developments in postulation & measurement of theories & models & factor approaches to personality & **temperament** & **behavioral** types, 20th century **AD**

9/3,K/2 (Item 1 from file: 34)
DIALOG(R)File 34:SciSearch(R) Cited Ref Sci
(c) 2004 Inst for Sci Info. All rts. reserv.

01719731 Genuine Article#: HV550 No. References: 49

Title: THE COSTS OF SECONDARY SEXUAL CHARACTERS IN THE LEKKING GREAT SNIPE (GALLINAGO-MEDIA)

Author(s): HOGLUND J; KALAS JA; FISKE P

Corporate Source: UNIV UPPSALA, DEPT ZOOL, BOX 56/S-75122 UPPSALA//SWEDEN/;
NORWEGIAN INST NAT RES/N-7004 TRONDHEIM//NORWAY//; UNIV TRONDHEIM, DEPT
ZOOL/N-7055 DRAGVOLL//NORWAY/

Journal: BEHAVIORAL ECOLOGY AND SOCIOBIOLOGY, 1992, V30, N5 (MAY), P309-315

Language: ENGLISH Document Type: ARTICLE (Abstract Available)

...Identifiers--DOUBLY LABELED WATER; MALE MATING SUCCESS; FEMALE CHOICE;
SAGE GROUSE; SELECTION; **ENERGETICS**; EVOLUTION; **ADVERTISEMENT**;
PREFERENCES; **BEHAVIOR**

9/3,K/3 (Item 1 from file: 88)
DIALOG(R)File 88:Gale Group Business A.R.T.S.
(c) 2004 The Gale Group. All rts. reserv.

03211600 SUPPLIER NUMBER: 13294161

Getting back on track. (family financial planning) (1993 Money Management Guide) (Cover Story)

Brown, Carolyn M.

Black Enterprise, v24, n3, p46(5)

Oct, 1993

DOCUMENT TYPE: Cover Story ISSN: 0006-4165 LANGUAGE: English

RECORD TYPE: Fulltext; Abstract

WORD COUNT: 2569 LINE COUNT: 00226

... Ransoms can no longer afford to wait for referral work. They need to define their **target market** and **energetically** pursue it Such a move is more critical than ever, given California's tumultuous real...

9/3,K/4 (Item 1 from file: 144)
DIALOG(R)File 144:Pascal
(c) 2004 INIST/CNRS. All rts. reserv.

13738223 PASCAL No.: 98-0430624

Energy efficiency and the limits of market forces : The example of the electric motor market in France

FAGUNDES DE ALMEIDA E L

Institut d'Economie et de Politique de l'Energie, IEPE - Universite des Sciences Sociales - BP 47 - 38, 040 Grenoble, France

Journal: Energy policy, 1998, 26 (8) 643-653

Language: English

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English Descriptors: Energy conservation; Electric motors; **Energetic** efficiency; Market structure; Advanced technology; **Market** penetration; Consumer **behavior** ; Supplier; Social perception; Decision making; Obstacle; Case study; France; Energy policy; Public information; Incentive

9/3,K/5 (Item 2 from file: 144)

DIALOG(R) File 144:Pascal

(c) 2004 INIST/CNRS. All rts. reserv.

11339248 PASCAL No.: 94-0161220

Market barriers to energy efficiency

HOWARTH R B; ANDERSSON B

Univ. California, environmental studies board, Santa Cruz CA 95064, USA

Journal: Energy economics, 1993, 15 (4) 262-272

Language: English

English Descriptors: Energy conservation; Consumer **behavior** ; **Markets** ; Uncertainty; **Energetic** efficiency; Equipment; Information; Incentive

14/3,K/1 (Item 1 from file: 6)

DIALOG(R)File 6:NTIS

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1283537 NTIS Accession Number: PB87-133914

Study of the International Travel Market: France

(Final rept)

Gallup International, London (England).

Corp. Source Codes: 087278000

Sponsor: Travel and Tourism Administration, Washington, DC.

Nov 86 36p

Languages: English

Journal Announcement: GRAI8708

Sponsored by Travel and Tourism Administration, Washington, DC.

Order this product from NTIS by: phone at 1-800-553-NTIS (U.S. customers); (703)605-6000 (other countries); fax at (703)321-8547; and email at orders@ntis.fedworld.gov. NTIS is located at 5285 Port Royal Road, Springfield, VA, 22161, USA.

NTIS Prices: PC A03/MF A01

Descriptors: France; *Travel; *Tourism; * **Marketing** ; Surveys; Sampling; **Psychographics** ; Demographics; Attitudes

14/3,K/2 (Item 2 from file: 6)

DIALOG(R)File 6:NTIS

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1283534 NTIS Accession Number: PB87-133880

Study of the International Travel Market: United Kingdom

(Final rept)

Gallup International, London (England).

Corp. Source Codes: 087278000

Sponsor: Travel and Tourism Administration, Washington, DC.

Jul 85 37p

Languages: English

Journal Announcement: GRAI8708

Sponsored by Travel and Tourism Administration, Washington, DC.

Order this product from NTIS by: phone at 1-800-553-NTIS (U.S. customers); (703)605-6000 (other countries); fax at (703)321-8547; and email at orders@ntis.fedworld.gov. NTIS is located at 5285 Port Royal Road, Springfield, VA, 22161, USA.

NTIS Prices: PC A03/MF A01

Descriptors: United Kingdom; *Great Britain; *Travel; *Tourism; * **Marketing** ; Surveys; Sampling; **Psychographics** ; Demographics

14/3,K/3 (Item 3 from file: 6)

DIALOG(R)File 6:NTIS

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1283533 NTIS Accession Number: PB87-133872

Study of the International Travel Market: Japan

(Final rept)

Gallup International, London (England).

Corp. Source Codes: 087278000

Sponsor: Travel and Tourism Administration, Washington, DC.

Nov 86 39p

Languages: English
Journal Announcement: GRAI8708
Sponsored by Travel and Tourism Administration, Washington, DC.
Order this product from NTIS by: phone at 1-800-553-NTIS (U.S. customers); (703)605-6000 (other countries); fax at (703)321-8547; and email at orders@ntis.fedworld.gov. NTIS is located at 5285 Port Royal Road, Springfield, VA, 22161, USA.
NTIS Prices: PC A03/MF A01

Descriptors: Japan; *Travel; *Tourism; * **Marketing** ; Surveys; Sampling; **Psychographics** ; Demographics; Attitudes

14/3,K/4 (Item 1 from file: 7)
DIALOG(R)File 7:Social SciSearch(R)
(c) 2004 Inst for Sci Info. All rts. reserv.

00710781 GENUINE ARTICLE#: GN277 NO. REFERENCES: 17
TITLE: MAPPING MARKET MOBILITY - PSYCHOGRAPHIC PROFILES AND MEDIA EXPOSURE
AUTHOR(S): DARDEN WR; FRENCH WA; HOWELL RD
CORPORATE SOURCE: UNIV ARKANSAS, COLL BUSINESS ADM/FAYETTEVILLE//AR/72701;
UNIV GEORGIA/ATHENS//GA/30602; SW MISSOURI STATE
UNIV/SPRINGFIELD//MO/65802
JOURNAL: JOURNAL OF BUSINESS RESEARCH, 1979, V7, N1, P51-74
LANGUAGE: ENGLISH DOCUMENT TYPE: ARTICLE

TITLE: MAPPING MARKET MOBILITY - PSYCHOGRAPHIC PROFILES AND MEDIA EXPOSURE

14/3,K/5 (Item 1 from file: 11)
DIALOG(R)File 11:PsycINFO(R)
(c) 2004 Amer. Psychological Assn. All rts. reserv.

0001549095 1997-30020-003
Evolution of the personality construct in marketing and its applicability to contemporary personality research.
AUTHOR: Endler, Norman S.; Rosenstein, Alvin J.
AUTHOR AFFILIATION: York U, Dept of Psychology--North York--ON--Canada
JOURNAL: Journal of Consumer Psychology--
<http://www.erlbaum.com/Journals/journals/JCP/jcp.htm>, Vol 6(1), 55-66, 1997
PUBLISHER: Lawrence Erlbaum--US--<http://www.erlbaum.com>

IDENTIFIERS: development & interaction of personality construct in psychology & **marketing** , **psychographic** application to contemporary personality research

14/3,K/6 (Item 2 from file: 11)
DIALOG(R)File 11:PsycINFO(R)
(c) 2004 Amer. Psychological Assn. All rts. reserv.

0000772910 1975-06304-002
Psychographics and from whence it came.
AUTHOR: Demby, Emanuel
BOOK SOURCE: Wells, William D. (Ed); Life style and psychographics.
, viii, 363, 1974
PUBLISHER: American Marketing Assn--Oxford--England

ABSTRACT: Discusses the past, present, and future uses of **psychographics** in consumer-oriented **marketing** research. Guidelines for the construction and execution of psychographic studies are presented in terms of...

14/3,K/7 (Item 3 from file: 11)

DIALOG(R)File 11:PsycINFO(R)

(c) 2004 Amer. Psychological Assn. All rts. reserv.

0000772909 1975-06304-001

The role of psychographics in the development of advertising strategy and copy.

AUTHOR: Ziff, Ruth

BOOK SOURCE: Wells, William D. (Ed); Life style and psychographics.
, viii, 363, 1974

PUBLISHER: American Marketing Assn--Oxford--England

IDENTIFIERS: **psychographics** , development of **advertising** strategy & copy

14/3,K/8 (Item 4 from file: 11)

DIALOG(R)File 11:PsycINFO(R)

(c) 2004 Amer. Psychological Assn. All rts. reserv.

0000195805 1973-22044-001

A study of the feasibility of using psychographic data in identifying market targets.

AUTHOR: Wilkins, James H.

AUTHOR AFFILIATION: Texas Tech U

JOURNAL: Dissertation Abstracts International, Vol. 33(8-A), 3883, Feb, 1973

PUBLISHER: Univ Microfilms International--US

A study of the feasibility of using psychographic data in identifying market targets.

IDENTIFIERS: **psychographic** data, identifying **market** targets

14/3,K/9 (Item 1 from file: 35)

DIALOG(R)File 35:Dissertation Abs Online

(c) 2004 ProQuest Info&Learning. All rts. reserv.

604042 ORDER NO: AAD77-25124

AN EXPLORATORY STUDY OF THE UTILITY OF PSYCHOGRAPHIC AND LIFE-STYLE MARKET RESEARCH FOR MAKING PROGRAM- AND PROMOTION-RELATED DECISIONS IN ADULT CONTINUING EDUCATION.

Author: RINELLA, SALVATORE DAVID

Degree: PH.D.

Year: 1977

Corporate Source/Institution: GEORGE PEABODY COLLEGE FOR TEACHERS (0074)

Source: VOLUME 38/05-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 2486. 141 PAGES

AN EXPLORATORY STUDY OF THE UTILITY OF PSYCHOGRAPHIC AND LIFE-STYLE MARKET RESEARCH FOR MAKING PROGRAM- AND PROMOTION-RELATED DECISIONS IN ADULT CONTINUING EDUCATION.

14/3,K/10 (Item 1 from file: 65)

DIALOG(R)File 65:Inside Conferences
(c) 2004 BLDSC all rts. reserv. All rts. reserv.

02288785 INSIDE CONFERENCE ITEM ID: CN023979253

Cross-Cultural Values Research: Implications for International Advertising

Rose, G. M.

CONFERENCE: Advertising and consumer psychology: Values, lifestyles, and
psychographics-Annual conference

P: 389-400

Mahwah, N.J., L. Erlbaum, 1997

ISBN: 0805814965

LANGUAGE: English DOCUMENT TYPE: Conference Papers

CONFERENCE EDITOR(S): Kahle, L. R.; Chiagouris, L.

CONFERENCE LOCATION: New York, NY 1997 (199700) (199700)

DESCRIPTORS: **advertising ; consumer psychology; psychographics**

14/3,K/11 (Item 2 from file: 65)

DIALOG(R)File 65:Inside Conferences
(c) 2004 BLDSC all rts. reserv. All rts. reserv.

02288784 INSIDE CONFERENCE ITEM ID: CN023979248

**Transferability of the Concept of Environmental Awareness Within the
EUROSTYLES System Into Tourism Marketing**

Zins, A. H.

CONFERENCE: Advertising and consumer psychology: Values, lifestyles, and
psychographics-Annual conference

P: 369-388

Mahwah, N.J., L. Erlbaum, 1997

ISBN: 0805814965

LANGUAGE: English DOCUMENT TYPE: Conference Papers

CONFERENCE EDITOR(S): Kahle, L. R.; Chiagouris, L.

CONFERENCE LOCATION: New York, NY 1997 (199700) (199700)

DESCRIPTORS: **advertising ; consumer psychology; psychographics**

14/3,K/12 (Item 3 from file: 65)

DIALOG(R)File 65:Inside Conferences
(c) 2004 BLDSC all rts. reserv. All rts. reserv.

02288783 INSIDE CONFERENCE ITEM ID: CN023979232

The Edge of Dream: Managing Brand Equity in the European Luxury Market

Weber, D.; Dubois, B.

CONFERENCE: Advertising and consumer psychology: Values, lifestyles, and
psychographics-Annual conference

P: 355-368

Mahwah, N.J., L. Erlbaum, 1997

ISBN: 0805814965

LANGUAGE: English DOCUMENT TYPE: Conference Papers

CONFERENCE EDITOR(S): Kahle, L. R.; Chiagouris, L.

CONFERENCE LOCATION: New York, NY 1997 (199700) (199700)

DESCRIPTORS: **advertising ; consumer psychology; psychographics**

14/3,K/13 (Item 4 from file: 65)

DIALOG(R)File 65:Inside Conferences
(c) 2004 BLDSC all rts. reserv. All rts. reserv.

02288782 INSIDE CONFERENCE ITEM ID: CN023979227

Food-Related Lifestyle: Development of a Cross-Culturally Valid Instrument for Market Surveillance

Grunert, K. G.; Brunsoe, K.; Bisp, S.

CONFERENCE: Advertising and consumer psychology: Values, lifestyles, and psychographics-Annual conference

P: 337-354

Mahwah, N.J., L. Erlbaum, 1997

ISBN: 0805814965

LANGUAGE: English DOCUMENT TYPE: Conference Papers

CONFERENCE EDITOR(S): Kahle, L. R.; Chiagouris, L.

CONFERENCE LOCATION: New York, NY 1997 (199700) (199700)

DESCRIPTORS: **advertising ; consumer psychology; psychographics**

14/3,K/14 (Item 5 from file: 65)

DIALOG(R)File 65:Inside Conferences

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02288781 INSIDE CONFERENCE ITEM ID: CN023979211

The Adult Longitudinal Panel: A Research Program to Study the Aging Process and Its Effect on Consumers Across the Life Span

Lepisto, L. R.

CONFERENCE: Advertising and consumer psychology: Values, lifestyles, and psychographics-Annual conference

P: 317-336

Mahwah, N.J., L. Erlbaum, 1997

ISBN: 0805814965

LANGUAGE: English DOCUMENT TYPE: Conference Papers

CONFERENCE EDITOR(S): Kahle, L. R.; Chiagouris, L.

CONFERENCE LOCATION: New York, NY 1997 (199700) (199700)

DESCRIPTORS: **advertising ; consumer psychology; psychographics**

14/3,K/15 (Item 6 from file: 65)

DIALOG(R)File 65:Inside Conferences

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02288780 INSIDE CONFERENCE ITEM ID: CN023979206

The Benevolent Society: Value and Lifestyle Changes Among Middle-Aged Baby Boomers

Muller, T. E.

CONFERENCE: Advertising and consumer psychology: Values, lifestyles, and psychographics-Annual conference

P: 299-316

Mahwah, N.J., L. Erlbaum, 1997

ISBN: 0805814965

LANGUAGE: English DOCUMENT TYPE: Conference Papers

CONFERENCE EDITOR(S): Kahle, L. R.; Chiagouris, L.

CONFERENCE LOCATION: New York, NY 1997 (199700) (199700)

DESCRIPTORS: **advertising ; consumer psychology; psychographics**

14/3,K/16 (Item 7 from file: 65)

DIALOG(R)File 65:Inside Conferences

(c) 2004 BLDSC all rts. reserv. All rts. reserv.

02288779 INSIDE CONFERENCE ITEM ID: CN023979199

Change Leaders and New Media

MacEvoy, B.

CONFERENCE: Advertising and consumer psychology: Values, lifestyles, and psychographics-Annual conference

P: 283-298

Mahwah, N.J., L. Erlbaum, 1997

ISBN: 0805814965

LANGUAGE: English DOCUMENT TYPE: Conference Papers

CONFERENCE EDITOR(S): Kahle, L. R.; Chiagouris, L.

CONFERENCE LOCATION: New York, NY 1997 (199700) (199700)

DESCRIPTORS: **advertising** ; consumer psychology; **psychographics**

14/3,K/17 (Item 8 from file: 65)

DIALOG(R)File 65:Inside Conferences

(c) 2004 BLDSC all rts. reserv. All rts. reserv.

02288778 INSIDE CONFERENCE ITEM ID: CN023979183

The New Materialists

Chiagouris, L.; Mitchell, L. E.

CONFERENCE: Advertising and consumer psychology: Values, lifestyles, and psychographics-Annual conference

P: 263-282

Mahwah, N.J., L. Erlbaum, 1997

ISBN: 0805814965

LANGUAGE: English DOCUMENT TYPE: Conference Papers

CONFERENCE EDITOR(S): Kahle, L. R.; Chiagouris, L.

CONFERENCE LOCATION: New York, NY 1997 (199700) (199700)

DESCRIPTORS: **advertising** ; consumer psychology; **psychographics**

14/3,K/18 (Item 9 from file: 65)

DIALOG(R)File 65:Inside Conferences

(c) 2004 BLDSC all rts. reserv. All rts. reserv.

02288777 INSIDE CONFERENCE ITEM ID: CN023979178

Gender Role Changes in the United States

Cafferata, P.; Horn, M. I.; Wells, W. D.

CONFERENCE: Advertising and consumer psychology: Values, lifestyles, and psychographics-Annual conference

P: 249-262

Mahwah, N.J., L. Erlbaum, 1997

ISBN: 0805814965

LANGUAGE: English DOCUMENT TYPE: Conference Papers

CONFERENCE EDITOR(S): Kahle, L. R.; Chiagouris, L.

CONFERENCE LOCATION: New York, NY 1997 (199700) (199700)

DESCRIPTORS: **advertising** ; consumer psychology; **psychographics**

14/3,K/19 (Item 10 from file: 65)

DIALOG(R)File 65:Inside Conferences

(c) 2004 BLDSC all rts. reserv. All rts. reserv.

02288773 INSIDE CONFERENCE ITEM ID: CN023979136

Developing Useful and Accurate Customer Profiles

Wansink, B.

CONFERENCE: Advertising and consumer psychology: Values, lifestyles, and
psychographics-Annual conference
P: 183-198

Mahwah, N.J., L. Erlbaum, 1997

ISBN: 0805814965

LANGUAGE: English DOCUMENT TYPE: Conference Papers

CONFERENCE EDITOR(S): Kahle, L. R.; Chiagouris, L.

CONFERENCE LOCATION: New York, NY 1997 (199700) (199700)

DESCRIPTORS: **advertising** ; consumer psychology; **psychographics**

14/3,K/20 (Item 11 from file: 65)

DIALOG(R)File 65:Inside Conferences

(c) 2004 BLDSC all rts. reserv. All rts. reserv.

02288772 INSIDE CONFERENCE ITEM ID: CN023979120

**"Seeing With the Mind's Eye": On the Use of Pictorial Stimuli in Values
and Lifestyle Research**

Grunert-Beckmann, S. C.; Askegaard, S.

CONFERENCE: Advertising and consumer psychology: Values, lifestyles, and
psychographics-Annual conference

P: 161-182

Mahwah, N.J., L. Erlbaum, 1997

ISBN: 0805814965

LANGUAGE: English DOCUMENT TYPE: Conference Papers

CONFERENCE EDITOR(S): Kahle, L. R.; Chiagouris, L.

CONFERENCE LOCATION: New York, NY 1997 (199700) (199700)

DESCRIPTORS: **advertising** ; consumer psychology; **psychographics**

14/3,K/21 (Item 12 from file: 65)

DIALOG(R)File 65:Inside Conferences

(c) 2004 BLDSC all rts. reserv. All rts. reserv.

02288771 INSIDE CONFERENCE ITEM ID: CN023979115

**Issues Involving the Relationship Between Personal Values and Consumer
Behavior: Theory, Methodology, and Application**

Shrum, L. J.; McCarty, J. A.

CONFERENCE: Advertising and consumer psychology: Values, lifestyles, and
psychographics-Annual conference

P: 139-160

Mahwah, N.J., L. Erlbaum, 1997

ISBN: 0805814965

LANGUAGE: English DOCUMENT TYPE: Conference Papers

CONFERENCE EDITOR(S): Kahle, L. R.; Chiagouris, L.

CONFERENCE LOCATION: New York, NY 1997 (199700) (199700)

DESCRIPTORS: **advertising** ; consumer psychology; **psychographics**

14/3,K/22 (Item 13 from file: 65)

DIALOG(R)File 65:Inside Conferences

(c) 2004 BLDSC all rts. reserv. All rts. reserv.

02288770 INSIDE CONFERENCE ITEM ID: CN023979100

**Maslow's Hierarchy and Social Adaptation as Alternative Accounts of Value
Structures**

Kahle, L. R.; Homer, P. M.; O'Brien, R. M.; Boush, D. M.
CONFERENCE: Advertising and consumer psychology: Values, lifestyles, and
psychographics-Annual conference
P: 111-138

Mahwah, N.J., L. Erlbaum, 1997

ISBN: 0805814965

LANGUAGE: English DOCUMENT TYPE: Conference Papers

CONFERENCE EDITOR(S): Kahle, L. R.; Chiagouris, L.

CONFERENCE LOCATION: New York, NY 1997 (199700) (199700)

DESCRIPTORS: **advertising** ; consumer psychology; **psychographics**

14/3,K/23 (Item 14 from file: 65)

DIALOG(R)File 65:Inside Conferences

(c) 2004 BLDSC all rts. reserv. All rts. reserv.

02288769 INSIDE CONFERENCE ITEM ID: CN023979092

Value and Values: What Is the Relevance for Advertisers?

Fen Nell, G.

CONFERENCE: Advertising and consumer psychology: Values, lifestyles, and
psychographics-Annual conference

P: 83-110

Mahwah, N.J., L. Erlbaum, 1997

ISBN: 0805814965

LANGUAGE: English DOCUMENT TYPE: Conference Papers

CONFERENCE EDITOR(S): Kahle, L. R.; Chiagouris, L.

CONFERENCE LOCATION: New York, NY 1997 (199700) (199700)

DESCRIPTORS: **advertising** ; consumer psychology; **psychographics**

14/3,K/24 (Item 15 from file: 65)

DIALOG(R)File 65:Inside Conferences

(c) 2004 BLDSC all rts. reserv. All rts. reserv.

02288768 INSIDE CONFERENCE ITEM ID: CN023979087

Advertising, Values, and the Consumption Community

Prensky, D.; Wright-Isak, C.

CONFERENCE: Advertising and consumer psychology: Values, lifestyles, and
psychographics-Annual conference

P: 69-82

Mahwah, N.J., L. Erlbaum, 1997

ISBN: 0805814965

LANGUAGE: English DOCUMENT TYPE: Conference Papers

CONFERENCE EDITOR(S): Kahle, L. R.; Chiagouris, L.

CONFERENCE LOCATION: New York, NY 1997 (199700) (199700)

DESCRIPTORS: **advertising** ; consumer psychology; **psychographics**

14/3,K/25 (Item 16 from file: 65)

DIALOG(R)File 65:Inside Conferences

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02288767 INSIDE CONFERENCE ITEM ID: CN023979071

**The Value of Understanding the Influence of Lifestyle Trait Motivations on
Consumption Beliefs**

Murry, J. P.; Lastovicka, J. L.; Austin, J. R.

CONFERENCE: Advertising and consumer psychology: Values, lifestyles, and

psychographics-Annual conference

P: 45-68

Mahwah, N.J., L. Erlbaum, 1997

ISBN: 0805814965

LANGUAGE: English DOCUMENT TYPE: Conference Papers

CONFERENCE EDITOR(S): Kahle, L. R.; Chiagouris, L.

CONFERENCE LOCATION: New York, NY 1997 (199700) (199700)

DESCRIPTORS: **advertising** ; consumer psychology; **psychographics**

14/3,K/26 (Item 17 from file: 65)

DIALOG(R)File 65:Inside Conferences

(c) 2004 BLDSC all rts. reserv. All rts. reserv.

02288766 INSIDE CONFERENCE ITEM ID: CN023979066

Where Perception Meets Reality: The Social Construction of Lifestyles

Englis, B. G.; Solomon, M. R.

CONFERENCE: Advertising and consumer psychology: Values, lifestyles, and psychographics-Annual conference

P: 25-44

Mahwah, N.J., L. Erlbaum, 1997

ISBN: 0805814965

LANGUAGE: English DOCUMENT TYPE: Conference Papers

CONFERENCE EDITOR(S): Kahle, L. R.; Chiagouris, L.

CONFERENCE LOCATION: New York, NY 1997 (199700) (199700)

DESCRIPTORS: **advertising** ; consumer psychology; **psychographics**

14/3,K/27 (Item 18 from file: 65)

DIALOG(R)File 65:Inside Conferences

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02288765 INSIDE CONFERENCE ITEM ID: CN023979050

A Strategic Framework for Developing and Assessing Political, Social Issue, and Corporate Image Advertising

Reynolds, T. J.; Westberg, S. J.; Olson, J. C.

CONFERENCE: Advertising and consumer psychology: Values, lifestyles, and psychographics-Annual conference

P: 3-24

Mahwah, N.J., L. Erlbaum, 1997

ISBN: 0805814965

LANGUAGE: English DOCUMENT TYPE: Conference Papers

CONFERENCE EDITOR(S): Kahle, L. R.; Chiagouris, L.

CONFERENCE LOCATION: New York, NY 1997 (199700) (199700)

DESCRIPTORS: **advertising** ; consumer psychology; **psychographics**

14/3,K/28 (Item 1 from file: 88)

DIALOG(R)File 88:Gale Group Business A.R.T.S.

(c) 2004 The Gale Group. All rts. reserv.

05454670 SUPPLIER NUMBER: 63017787

The New Frontier.

Bachman, Katy

MEDIAWEEK, 10, 22, 66

May 29, 2000

ISSN: 1055-176X

LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 1754 LINE COUNT: 00141

... media and distribution sales for RealNetworks. RealNetworks utilizes a user's IP address to target **ads** based on geography. "**Psychographic** targeting has to be done with the user's permission," Morrison says.

Alexandria, Va.-based...

14/3,K/29 (Item 2 from file: 88)

DIALOG(R)File 88:Gale Group Business A.R.T.S.

(c) 2004 The Gale Group. All rts. reserv.

05420479 SUPPLIER NUMBER: 61949858

For Public Relations People Who Must Understand the New Marketing. (Brief Article) (Review) (book review)

Harris, Thomas L.

Public Relations Quarterly, 44, 3, 6

Fall, 1999

DOCUMENT TYPE: Brief Article Review

ISSN: 0033-3700

LANGUAGE:

English RECORD TYPE: Fulltext

WORD COUNT: 920 LINE COUNT: 00073

... consumers" that they can and too often do overlook societal factors which supersede demographics and **psychographics**. Sergio says new **marketers** must look at politics, economics, history, social trends, fads, fears and entertainment to determine what...

14/3,K/30 (Item 3 from file: 88)

DIALOG(R)File 88:Gale Group Business A.R.T.S.

(c) 2004 The Gale Group. All rts. reserv.

05381498 SUPPLIER NUMBER: 61642471

Value Add. (MValue.com provides user information while protecting privacy) (Brief Article) (Statistical Data Included)

McCoey, Eileen

MEDIAWEEK, 10, 12, 80

March 20, 2000

DOCUMENT TYPE: Brief Article Statistical Data Included

ISSN: 1055-176X

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 724 LINE COUNT: 00060

... board when the program launches next month.

Haynes says mValue uses collaborative filtering, which enables **marketers** to create detailed **psychographic** profiles of users so they can target specific categories. For example, they might gather information...

14/3,K/31 (Item 4 from file: 88)

DIALOG(R)File 88:Gale Group Business A.R.T.S.

(c) 2004 The Gale Group. All rts. reserv.

04099792 SUPPLIER NUMBER: 18792182

Television advertising: do's and don'ts. (Special Advertising Section)

Conway, Tom

MEDIAWEEK, v6, n40, pS9(1)

Oct 21, 1996

ISSN: 1055-176X

LANGUAGE: English

RECORD TYPE: Fulltext; Abstract

WORD COUNT: 429 LINE COUNT: 00039

... to reach, how to reach that audience, and why partnerships between local broadcast stations and **advertisers** are essential.

Use **psychographics** to target.

The product marketplace is becoming increasingly fractionalized, and traditional demographics--which basically look...

14/3,K/32 (Item 5 from file: 88)

DIALOG(R)File 88:Gale Group Business A.R.T.S.

(c) 2004 The Gale Group. All rts. reserv.

03538047 SUPPLIER NUMBER: 15991453

Psychographics . (1995 Directory of Marketing Information Companies)
(Directory)

American Demographics, v17, n1, pD37(1)

Jan, 1995

DOCUMENT TYPE: Directory ISSN: 0163-4089 LANGUAGE: English

RECORD TYPE: Abstract

Psychographics . (1995 Directory of Marketing Information Companies)
(Directory)

14/3,K/33 (Item 6 from file: 88)

DIALOG(R)File 88:Gale Group Business A.R.T.S.

(c) 2004 The Gale Group. All rts. reserv.

03247928 SUPPLIER NUMBER: 14675050

Psychographics . (1994 Directory of Marketing Information Companies)
(Directory)

American Demographics, v16, n1, pS60(2)

Jan, 1994

DOCUMENT TYPE: Directory ISSN: 0163-4089 LANGUAGE: English

RECORD TYPE: Abstract

Psychographics . (1994 Directory of Marketing Information Companies)
(Directory)

14/3,K/34 (Item 7 from file: 88)

DIALOG(R)File 88:Gale Group Business A.R.T.S.

(c) 2004 The Gale Group. All rts. reserv.

02940542 SUPPLIER NUMBER: 12532402

The Naked Consumer: How Our Private Lives Become Public Commodities. (book reviews)

Publishers Weekly, v239, n37, p481(1)

August 17, 1992

CODEN: PWEEA DOCUMENT TYPE: review ISSN: 0000-0019

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 191 LINE COUNT: 00016

... and political and direct mail lists of all kinds, along with human and electronic spies, **marketing** experts create "**psychographics**" individuals and groups, which reveal intimate, personal details about ethnicity, past and present income, credit...

14/3,K/35 (Item 8 from file: 88)

DIALOG(R)File 88:Gale Group Business A.R.T.S.
(c) 2004 The Gale Group. All rts. reserv.

02833716 SUPPLIER NUMBER: 13048063

Beyond Mind Games: The Marketing Power of Psychographics . (1992 Advertising Annual) (book reviews

Communication Arts, v34, n7, p258(1)

Dec, 1992

DOCUMENT TYPE: review ISSN: 0010-3519 LANGUAGE: English

RECORD TYPE: Citation

Beyond Mind Games: The Marketing Power of Psychographics . (1992 Advertising Annual...

14/3,K/36 (Item 9 from file: 88)

DIALOG(R)File 88:Gale Group Business A.R.T.S.

(c) 2004 The Gale Group. All rts. reserv.

02677314 SUPPLIER NUMBER: 11574809

Local TV sales: making money on main street. (television stations look up to research and marketing consultants to gave them information on viewers, Second of a four-part series)

Flint, Joe

Broadcasting, v121, n21, p71(2)

Nov 18, 1991

ISSN: 0007-2028 LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 780 LINE COUNT: 00079

... to "look at the audience and relate it in a more pragmatic way to the advertiser ." **Psychographics** , according to Stowell, is the way to do that. It is the study of self...

...that motivate consumer behavior."

Through surveys of particular markets, Stowell & Co. tries to determine a **market** 's demographic and **psychographic** profile, purchasing patterns and media consumption. A typical consumer market profile by Stowell & Co. consists...

14/3,K/37 (Item 10 from file: 88)

DIALOG(R)File 88:Gale Group Business A.R.T.S.

(c) 2004 The Gale Group. All rts. reserv.

02466976 SUPPLIER NUMBER: 09098630

Christmas comes to Candyland. (Milton Bradlee Co. advertizes its classic board games)

Grimm, Matthew

Adweek's Marketing Week, v31, n46, p19(1)

Nov 12, 1990

ISSN: 0892-8274 LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 846 LINE COUNT: 00066

... advertising for the first time in years. But their return has more to do with **market** economics than **psychographics** .

Back-to-basics is the plan of the day. Messages of value and familiarity have...

14/3,K/38 (Item 11 from file: 88)

DIALOG(R)File 88:Gale Group Business A.R.T.S.
(c) 2004 The Gale Group. All rts. reserv.

02262914 SUPPLIER NUMBER: 07837327

Dinner is served - at the mall. (includes related article)

Goodman, Stephanie

Adweek's Marketing Week, v30, n30, p30(2)

July 24, 1989

ISSN: 0892-8274 LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 1097 LINE COUNT: 00103

... line on the main floor and on the mall's periphery, that battle
also involves **marketing** using **psychographics** and location strategies.

"You have to understand that people come to the mall to shop...

14/3,K/39 (Item 12 from file: 88)

DIALOG(R)File 88:Gale Group Business A.R.T.S.

(c) 2004 The Gale Group. All rts. reserv.

02076969 SUPPLIER NUMBER: 06837541

Television is the key to baby boomers' buying. (column)

Smythe, Michael

Broadcasting, v115, n1, p23(1)

July 4, 1988

DOCUMENT TYPE: column ISSN: 0007-2028 LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 959 LINE COUNT: 00097

... divorced from psychographics, and household income no longer
dictates tastes, aspirations or even life styles. **Advertisers** that
understand **psychographics** know that television is the only real way to
separate customers who fall into the...

14/3,K/40 (Item 13 from file: 88)

DIALOG(R)File 88:Gale Group Business A.R.T.S.

(c) 2004 The Gale Group. All rts. reserv.

01597583 SUPPLIER NUMBER: 03507748

Psychographics and advertising .

Radolf, Andrew

Editor & Publisher, v117, p20(1)

Nov 3, 1984

ISSN: 0013-094X LANGUAGE: English RECORD TYPE: Citation

Psychographics and advertising .

14/3,K/41 (Item 1 from file: 142)

DIALOG(R)File 142:Social Sciences Abstracts

(c) 2004 The HW Wilson Co. All rts. reserv.

0954572 H.W. WILSON RECORD NUMBER: BSSI96030499

Marketing tools directory; supplement

American Demographics (Am Demogr) v. 18 (Sept. 1996) p. D3-D44

DOCUMENT TYPE: Feature Article ISSN: 0163-4089

...ABSTRACT: listed under the following categories: business services,
demographics, direct marketing, ethnic marketing, international marketing,

mapping, **marketing** research, media, **psychographics** , and software. In addition, an alphabetical telephone index of companies is provided.

14/3,K/42 (Item 2 from file: 142)

DIALOG(R)File 142:Social Sciences Abstracts
(c) 2004 The HW Wilson Co. All rts. reserv.

0848951 H.W. WILSON RECORD NUMBER: BSSI91040054

Beyond mind games

Piirto, Rebecca 1958-

American Demographics (Am Demogr) v. 13 (Dec. 1991) p. 52-7

DOCUMENT TYPE: Feature Article ISSN: 0163-4089

...ABSTRACT: 1990s, electronic interviewing techniques are helping researchers translate vague feelings into accurate reports that guide **marketing** decisions. **Psychographic** research mixes psychological methods with market research. Its researchers assume that consumers have emotional bonds...

14/3,K/43 (Item 3 from file: 142)

DIALOG(R)File 142:Social Sciences Abstracts
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0598317 H.W. WILSON RECORD NUMBER: BSSI95025286

Directory of marketing information companies: Fall 1995; supplement

American Demographics (Am Demogr) v. 17 (Sept. '95) p. D2-D36

DOCUMENT TYPE: Feature Article ISSN: 0163-4089

...ABSTRACT: is divided into the categories of business services, demographics, direct marketing, ethnic marketing, international, mapping, **marketing** research, media, **psychographics** , and software. Reprinted by permission of the publisher.

14/3,K/44 (Item 1 from file: 149)

DIALOG(R)File 149:TGG Health&Wellness DB(SM)
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01621910 SUPPLIER NUMBER: 18405248 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Elements of business: we offer HME providers some understanding of the "physics" of selling incontinence care products.

Baltzly, D.; Black, Ron

Independent Living Provider, v11, n3, p54(2)

May-June,

1996

PUBLICATION FORMAT: Magazine/Journal LANGUAGE: English RECORD TYPE:

Fulltext TARGET AUDIENCE: Consumer

WORD COUNT: 1008 LINE COUNT: 00081

... In my opinion, for some HME providers, customer follow-up is rare and understanding the **psychographics** of the **market** is diametrically opposed to their welfare mentality. Dealers not only experience incredible levels of frustration...

?